

HAWK WARGAMES

NEWSLETTER #6, 12/09/2012



Hi everyone,

It's been a while since our last Newsletter (due to the move), so there's a lot of news for you today!

1) Production increases further!

The biggest and most important piece of news is that we've doubled our production capacity (again!) and are now producing 4x more per day than we were at launch.

We've achieved this by running a night shift (which has been going for the last 10 days) and from the arrival of the new machines. We hope to increase our production further still through more machines, which are on order and due any day now. Our experience in the past has taught us not to assume that these will arrive on time, so any production figures are based on our current output, using only what we have now. It's taken a lot of investment in plant, people and time to reach this point. Extra staff have been trained in resin casting (which at this level requires considerable skill and care!) and we will continue to run the night shift until the rest of our backlog is completely clear. Once the new machines arrive, we will be able to bring our distributor delivery dates further forward!

To illustrate our continued and increasing commitment to stores, we've shipped 75% of our total output so far out to our distributors - a figure which will increase to roughly 85% by the end of October. By then the remainder of our backlog (including all restocks currently on the system) will have been cleared. If our new machines arrive in good time, then we will be able to do even better!

We would like to thank stores for being patient with us over these few difficult months. We've learned a lot and expanded massively since the launch to satisfy the continuing and fantastic demand for Dropzone Commander! With our earlier supply issues resolved, we're looking forward to getting DZC the exposure, availability and support we feel it deserves!

2) HQ office move complete!

Hawk Wargames HQ has been working in our new, larger office for the last few weeks. We thank all those that emailed during our move for their patience in waiting for replies.

The new office provides us with more room to expand and improve both the communications and design side of the business. The extra capacity will free me up to spend much more time on my true passion - design! I've got many years worth of ideas in my head that are itching to be made reality! The potential for development for Dropzone Commander as well as its wider game universe is virtually limitless and we have many years' worth of plans already in place.

This is a particularly exciting and busy time for us and I hope that our players and fans feel part of something that will continue to grow and develop in the coming years!

3) Scenery news

The mould makers are continuing work on our resin modular scenery, which we are aiming to make available before Christmas. However, at this time our primary focus is on using our greatly increased production capacity to clear the remainder of the backlog for the models themselves. As such, we're making no promises as to the availability of the resin buildings for the moment!

We're also working on retail versions of our downloadable scenery. These will be printed products and as such can be produced without impacting on our resin production. These will be very affordable and will save considerable time and effort when it comes to building a gaming table! We hope to make these available before Christmas as well, time permitting - keep any eye out here for more news! There are also other scenery projects in the pipeline...

4) Other supplementary products

We'll be making our flying bases (in all three sizes) and Hawk Widgets available to purchase separately soon, in response to the large number of requests we've received for them!

We're also searching for a competitive source for rare earth magnets, so we can make the most useful sizes available directly. We're aware that a lot of gamers and hobbyists are using these, and would like to make them conveniently available alongside our models. If you've been using magnets and discovered which sizes you prefer, then please email us with details at info@hawkwargames.com - we'd greatly appreciate any input you may have!

5) Hobby / gamer support projects

I apologise for having not been able to make the promised hobby articles available yet as we have been very busy with the office move and expansion!

We're working on several even better (and still free) support projects as well for hobbyists and gamers - watch this space for more! In the meantime, if you have any specific hobby questions I'll be more than happy to answer them by email.

6) Forums and subscribed Newsletters

With our expanded new office and new staff member joining us soon (more news on this to come), we will soon be able to launch and properly support our own official forum.

Currently, there's a rapidly growing and highly active unofficial forum for Dropzone Commander, the Hot LZ (www.hot-lz.com). This is entirely unaffiliated with us, but is an excellent online community if you're looking for one. They're running a campaign at the moment too, so it's an excellent time to jump in!

We'll also be working on making our Newsletters available as part of a free email subscription service so gamers can get news instantly without having to watch out for it on Facebook or our website. This will need a bit of time to set up, which we should have once our new staff member starts!

7) Errata 1.6 and Clarifications 1.2 now online

Updated Errata and Clarifications documents are now available to download from our website. We believe in continued dialogue with players and these should help clear up many of the questions I am often asked!

Thanks to all those who send in queries - they help to improve the experience for all our players!

8) Salute 2013 booked!

Salute was an amazing platform for us to launch from! As we had such a brilliant experience this year, we're already looking forward to attending next year! We've booked an even larger stand and we're hatching plans... Obviously it's quite soon to be talking of Salute 2013, but watch this space!

That's about it for now!

- David J Lewis,

Director,

Hawk Wargames

