



March 9, 2020

Dear Retailer,

Hello from South Berwick, Maine USA!

**WELCOME BUOYS STILL AVAILABLE, BUOY BAT AND OTHER PRODUCTS NO LONGER OFFERED WHOLESALE.**

In 2010, the first Buoy Bat was sold in a retail setting at G. Willikers toy store in Portsmouth NH. It was just a test but would end up being the first of nearly 30,000 Buoy Bats sold through a long list of resellers such as Kittery Trading Post in nearby Kittery Maine and Plaza Style Company in faraway Tokyo, Japan! Over the past 10 years we've grown relationships with hundreds of companies across the country and around the globe who purchased Buoy Bats from us and sold them to their customers literally around the world!

Since inception of Buoy Bat, we continued to grow our product line by creating other fun things made from buoys including, decorative hanging buoys we call Welcome Buoys, Personalized Buoys, Poo-E-Buoy toilet paper holders, Buoy Bud Vases, Buoy Bat Go Fetch, and Mini-Buoys. For the most part, all tasks related to our business have been accomplished by myself, and my wife Sue. During our busiest times, we hire close friends to help with production and are truly thankful for all their assistance. It's been quite an adventure.

All the while, we've been raising three children, managing a household, and trying to keep things together on all fronts. Owning a small business and working for myself is all I ever wanted and now that I've done it, I'm well qualified to tell you, it's been the biggest challenge of my life and it's time for a change.

Not a big change, just a little change. Change driven by necessity to simplify and lighten the load on our lives. As of this date, our only wholesale offering will be Welcome Buoys. Buoy Bats and other products will no longer be available wholesale. (We will continue our personalized buoy drop ship program.) Increases in component cost resulting in lower and lower profit margins led us to recognize continuing to offer Buoy Bats wholesale no longer makes sense for us.

In order to compensate for this change, I've resumed my career as a full-time ice rink manager which I put on hold years ago to pursue my dream of inventing a product and taking it to market. My dream came true and it was fun, but my full-time job has benefits and that's fun too!

So, we thank you for your Buoy Bat (& other buoy product) business and hope you'll consider ordering some fun, colorful Welcome Buoys for resale in your store this season!

Please Note:

- Fax line eliminated – going forward, orders should be emailed to us at [info@buoyssports.com](mailto:info@buoyssports.com)
- Corporate gifts and promotional buoy products are still available – please contact us for details.
- Buoy Bats and other products will still be sold on our website and at fairs and festivals.
- Personalized Buoys Sell! Please review our dropship program – information is attached.
- “We’re NOT Going be at The Show Special” Starts Now and ends March 31! Order 11 Welcome Buoys get 1 Free! (Save \$15-\$17.50 per case depending on designs ordered. Minimum order = 12)

Sincerely and Gratefully,

Buoy Bill      Sue

Buoy Bill & Sue Page