The Aqipa Gear Guide #28 - October

2023-10-31 - Pressroom

Make chirps not tweets | TheGearGuide #28
Three little birds, Aqipa goes Switzerland and Milo in Action

aqipa
gear guru

The Gear Guide

MARKETING × SALES × DISTRIBUTION

NEW BRAND

Whose bird song is it?



Slowly but surely autumn vibes are taking over. We have made a major acquisition, celebrate the launch of the Woodland series with Pure and are continuing to test Milo....and yes, we met many of you at a few cool trade shows recently.

„Make Chirps not Tweets" – our partner brand Pure has launched a fun new game for this fall to celebrate the launch of the Woodland series (**Woodland** and **Woodland Glow**). Consumers can enter for a chance to win a bird-house or many cool prices from Pure. When was the last time you heard a bird singing and could you tell the difference between a nightingale and a woodpecker? Let your customers join the fun!

CHECK THIS OUT TO PLAY

Of course Pure has also thought about a great offer for Black Friday. Talk to your sales contact to learn more about the Woodland Explorer Pack deal. Your customers get a free GoView Monocular with every purchase of a Pure Woodland.

Now that's what we call "two birds with one stone" ;-)

BRIGHT FUTURE AHEAD

Aqipa acquires 100% of Thali AG



We are very proud to announce that Aqipa has agreed with **Thali AG** to increase our shares to 100%, further strengthening our pan-European footprint.

The existing managing structure and Thali brand will remain intact and we are looking forward to many more successful years with our Swiss colleagues and partners.

MORE INFORMATION ON OUR BLOG

PHOTOPIA

Photopia 2023



After this year's Photopia, we look back on four successful days at the fair, where we met many new and interesting people.
Visitors had a great time at our booth with a home cinema experience from XGIMI, the chance to take their own Polaroid picture and not forgetting the action-packed container running powered by GoPro.

Would you like to learn more about our participation at Photopia 2023? Then visit our blog and read more about it.

READ MORE ABOUT IT

ACTION AHEAD AT

Bikepark Sölden with Milo



The Gear Guru Test goes into the next adventurous round. Our business managers Fabian and Rudi packed their gear, got on their bikes and tested the latest products from GoPro and Milo in the great surroundings of Sölden in our home country Tyrol.

Be sure to check out the video!



RINGFOTO AHEAD

Ringfoto trade show in Heilbronn



This year we also attended at the Ringfoto trade fair in Heilbronn. The event provided a fantastic platform for us to showcase our latest photography and imaging products from Polaroid, GoPro and GoView, as well as to connect with photography enthusiasts and professionals.

Aqipa's presence at the trade fair was a resounding success, we can't wait to see what the future holds!



At times like this, it's always nice to end on a positive note. We have a new **review from What Hi-Fi** for the Tour VR10-701.

CHECK OUT THE REVIEW

One of the most underestimated tactics in sales is to ask for a referral.
If you think the information could be valuable for people in your network, please **click here** to share.

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