



Cowells Arrow

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Dear Customer

We, at Cowells Arrow, understand the importance of Bingo Tickets to your business and are making a significant capital investment in new equipment as a tangible demonstration of our commitment; to you our customer and the industry as a whole.

There will be a short period of time during the installation of this new equipment when we will be unable to print bingo tickets and we ask that you help us to help you through this short period.

- **The installation commences on Monday 12th August.**
- **We will be producing bingo Tickets again from Friday 23rd August.**

Please can we ask that you communicate the above to your clubs and ask they place orders now so not to be impacted by the period of installation detailed above.

During 2012 Cowells Arrow invested £1M+ to upgrade our printing capabilities to digital production and finishing. We are unique in the UK in that we have the capability (via two print engines) to print on both sides of a ticket (duplex).

Many of our customers subsequent to this investment have visited our facilities in Ipswich to see first-hand the production process – without exception the takeaway is 'Wow'!

Bingo Tickets are a key requirement for the bingo industry – without them there is no Bingo! Our existing equipment is now seven years old and like all technology (computers, printers, etc.) they have a lifespan. As you will know from personal experience when technology reaches end of life it does so permanently and without notice – it 'falls off a cliff'!

Cowells Arrow is committed to the UK Bingo market and we are fully aware that we must ensure the supply of Bingo Tickets remains constant. Therefore, we are pleased to announce that Cowells Arrow has again invested in the purchase of two brand new digital print engines and supporting IT technology. A capital investment that proves our commitment to the UK and to you our customers. Following completion of this new installation Cowells Arrow will be operating four digital print engines to provide additional production capacity and, should it be required, full continuity of production.

Additionally, and coinciding with the installation of the new printers, we will be taking delivery of a 'Dynamic Perforator' unit. This piece of equipment will open up the possibilities for vouchers and tokens within your existing Bingo Ticket products. We will be producing samples and sharing these with you to demonstrate what will be possible.

As we have said we understand the importance of Bingo Tickets to your business and see this significant capital investment as a tangible demonstration of our commitment and importantly ensuring continuity of supply to you.

Many thanks. Please do give us a call if you have any questions.

Eleanor Bilner

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Cowells Arrow Bingo

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