



Key features and benefits:

- Drive technology sales in vertical markets with this brand new mailer for 2018
- January – Telecommunications, April – Education, July – Conference and events, October – Healthcare
- Target new customers in growing markets with the latest innovative products
- Professionally designed cover options tailored for each vertical market
- Available as a VOWdigimailer to enable you to drive sales online
- Technology marketing materials available on myMarketing including flyers, HTML templates and web banners


Quantity	Black Overprint	
	GBP Price	Euro Price
300	£0.62	€0.86
500	£0.60	€0.83
1000	£0.56	€0.79
2000+	£0.54	€0.76



Size



Page Count



Pricing Options

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 Publication – April 2018, Deadline – 2nd February 2018
 Publication – July 2018, Deadline – 4th May 2018
 Publication – October 2018, Deadline – 3rd August 2018

Tech Savvy is available as a VOWdigimailer – contact your VOW Account Manager for more information

Page title clearly visible

Portable Hard Drives

- 1. Mobile Drive XKS Portable Hard Drives**
Whether you are a professional or a home user, being able to carry your valuable data with you is essential.
Compact size.
Designed with unique luminescing friction-mounted rubber for optimal grip.
Includes a compact dual USB cables.
Power via USB, so no need to carry a bulky AC adapter.

Size	Description	Part #	Price
1TB	Black	178	£126.75
2TB	Black	179	£156.25
3TB	Black	180	£185.75
- 2. My Passport Ultra Portable Hard Drives**
Secure and dependable, My Passport Ultra can be trusted to safeguard your files with automatic backup software, 256 bit hardware encryption and the reliability of WD.
Secure design, compatible with 256-bit AES hardware encryption.
Hardware-based encryption for maximum speed.
Automatic fan and hard drive backup.
Compact design with no external power supply.

Size	Description	Part #	Price
1TB	Black	WU1900	£126.75
2TB	Black	WU1901	£156.25
3TB	Black	WU1902	£185.75
- 3. Portable SSD**
A great accessory for PCs and Macs, home and car audio systems and portable Smart TVs.
Lighter and more durable than a portable HDD.
Compact and lightweight, built, tested and used.
SSD durability, shock proof and rugged with no moving parts.
Powered by USB port, no external power required.
Includes USB 3.0 cable.
Requires Windows 8/8.1/10, Mac OS X 10.12.6 and above.

Size	Description	Part #	Price
128GB	Black	MS1000	£76.00
256GB	Black	MS1001	£105.50
512GB	Black	MS1002	£135.00
- 4. Tough Drive Mini SSD**
The perfect drive for users on the go with the added speed and resilience of SSD technology.
Data transfer rate up to 480MB/s, making it one of the fastest drives on the market.
Internal anti-shock mechanism.
Durable, self-storing cover.
Powered via USB port.

Size	Description	Part #	Price
128GB	Black	FD1004	£126.75
256GB	Black	FD1005	£156.25
- 5. StoreIt! 25MC Portable Hard Drive**
Connects via a detachable USB Type-C cable for appropriate next generation devices.
Connectivity via USB Type-C cable.
Durable and shock resistant case.
Advanced 5-stage shock protection system.
Quick recovery button.
One touch auto-backup button.
256-bit AES file and folder encryption.

Size	Description	Part #	Price
1TB	Black	TR1001	£166.25

USB 2.0 and USB 3.0 Flash Drives

- 1. Cruzer Blade Flash Drives**
Ultra-stylish, compact design and generous capacity – the Cruzer Blade USB Flash Drive makes it easy to back up, transfer and share your files.
Compact design fits in your pocket.
Secure "SecureBoot" software protects your files.
Includes up to 32GB of online backup with "iCloud" for those important personal files, music, and videos.

Size	Description	Part #	Price
8GB	Black	SD10002	£5.00
16GB	Black	SD10003	£7.75
32GB	Black	SD10004	£14.00
64GB	Black	SD10005	£20.00
128GB	Black	SD10006	£31.25
- 2. Store 'n' Go Swivel Flash Drives**
Compact and colourful USB drives available in single or multi-pack options.
Great for sharing files with friends and colleagues.
Swivel cap locks the drive to protect contents.
16GB pack includes one each of green and purple.

Size	Description	Part #	Price
16GB	2 Pack	VM1010	£22.00
32GB	2 Pack	VM1011	£28.00
64GB	2 Pack	VM1012	£35.00
- 3. Black Flash Drives**
Low-cost, high-performance USB flash drives for easy file storage, backup and transfer.
Cap, protects USB connector and can be stored on end when plugged in.
100% plug-and-play compatibility for easy use.

Size	Description	Part #	Price
16GB	Black	MS1000	£7.00
32GB	Black	MS1001	£14.00
64GB	Black	MS1002	£21.00
- 4. Store 'n' Go VS Flash Drives**
Featuring a USB 3.0 interface for SuperSpeed data transfer, the Store 'n' Go VS USB drive is up to 10 times faster than USB 2.0 making it faster for transferring and saving larger file sizes of all types.
100% plug-and-play compatibility for easy use.
Compact, stylish design.
100% technical hotline support.

Size	Description	Part #	Price
16GB	Black	VM1013	£11.25
32GB	Black	VM1014	£22.50
64GB	Black	VM1015	£33.75
128GB	Black	VM1016	£45.00
256GB	Black	VM1017	£90.00

Lifestyle images relate to the products on the page

Large product descriptions

Multiple product USPs on each spread to inform your customers of key product information

Easy to read product tables include pricing in bold

Page numbers easy to see in each page corner

Product images and brand logos stand out down the side of the page

Product icons consistent with 2018 Main Catalogue

A

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We can fulfil all your technology needs.



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B

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Fax us: 020 671 8586

Editorial Spread

To further position you as a technology expert, and to enable your customers to better understand your constantly evolving technology range, the Tech Savvy mailer will include professionally designed editorial spreads. This example would be for the education version and focuses on key issues such as GDPR and data back up.

Have you allocated your budget for GDPR?

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/45/EC and is designed to harmonise data privacy laws across Europe.

As a public sector body, it's your responsibility, if you haven't already, to ensure you allocate part of your budget to providing employees with the secure products they need to ensure compliance with this new legislation. If a data loss incident should occur you could avoid heavy fines if the data lost was on an encrypted device. This will be seen as a security breach, not a data breach and won't have to be reported to the relevant governing body.

When does it come into effect?

The GDPR will become legally enforced across Europe on the 25th May 2018.

Who does it effect?

Companies worldwide that process data of EU citizens.

What do I need to do?

As a Public body you will need to appoint a data protection officer (DPO). Public bodies can share a DPO, who can be a staff member or a hired contractor.

- Retrain staff and update systems, processes and manuals to comply with the new legislation.

What are the consequences if I don't?

You could face fines of up to €20 million, or 4% of your annual Global revenue, whichever is greater.

Make sure you comply with these products:



3 key steps to data back up in education

ONE

Upgrade: Increase student and teacher performance by upgrading your school's systems rather than choosing a costly replacement. Valuable class time can be wasted waiting for slow computers but with shrinking education budgets, it can be a challenge to device computer spreads and realises that students and teachers need. Choosing to upgrade using SSD can instantly increase system speed and save you money.

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TWO

Backup: Data stored on any computer is at risk of being lost in the event of fire, theft or system failure. This is why data backup is so important, and the education sector is no different. If your school's system were to fail, would your student information, images, grades, work be lost for good? Using a Verbatim flash drive as a backup for records could save your school from an unfortunate data loss incident.

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THREE

Encrypt: We have all heard in the news examples of businesses being fined huge amounts of money for losing client/customer information. This applies to Public Sector too, including schools and universities. If data is lost on an unencrypted device, this can lead not only to large monetary fines, but puts young people at risk if confidential data is leaked or stolen. In May 2018, new legislation called the GDPR will come into effect, which instructs that all organisations carrying personal data, have policies in place to protect the individual. Make sure your school is ready for the GDPR by using encrypted USBs.

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myMarketing

Professionally produced end user marketing materials will be available on myMarketing throughout the year to enable you to drive sales. From flyers and HTML email templates to web banners for your ecommerce site, ensure you utilise these materials to further enhance your reputation as a Technology expert.

VOW's exclusive brands provide you with an alternative to market leading brands. myMarketing features a vast range of exclusive brand campaigns for you to personalise with your own pricing and company branding.

REVIVA

Reviva provides a trustworthy and professional range of technology accessories that is as good as the original but more cost effective. With a selection that includes data cables and chargers, mobile and tablet screen protectors, tablet cases and CPO mobile phones, all Reviva products are effective and reliable.

Order Tech Savvy online via the VOW Publications Manager