



EYE ON THE JOB

Renaissance Ltd. has recently launched the Mi5's Eye Series. The portability, reliability and ease of use make this Mi5 range an ideal fit for all industries - home, commercial, education etc. They are used extensively throughout the Ministry of Fisheries, NZ Police and other enforcement agencies. The BlueEye system is a standalone, 100% portable, wire-free surveillance camera that store up to 65,000 hi-res images. It's 'set and forget' operation with optional overwrite of oldest images. Ideal for indoor use in a business or home environment. The RedEye system is a fully portable, outdoor colour camera, with unmatched battery performance, 5 months standby rechargeable battery with a rugged weatherproof housing. This is ideal for remote fuel pumps, farm gates, tool/equipment sheds and livestock monitoring. To find out more, visit: www.mi5.co.nz.



ICE-CREAM FOR EWE?

Blue River, New Zealand's largest commercial sheep milking operation, has launched New Zealand's first sheep milk ice-cream. Milk Maid's Vanilla was launched last month in Invercargill and has already been snapped up by retailers Moore Wilson in Wellington, Farro Fresh in Auckland and a number of local supermarkets in Invercargill. It won a Silver Medal at the New Zealand Ice Cream Awards last year and feedback from the public has been extremely positive - especially with it being an excellent alternative for ice-cream lovers who are intolerant to cow's milk. To find out more, e-mail: sales@blueriverdairy.co.nz.

KIDSVANTAGE TAKES OFF



If you are like many families who buy the cheapest clothing for their kids because they wear them out within a couple of months, then Sears in New York has come up with the answer. It recently launched Kidsvantage, a little-known programme that pledges to replace any clothing that wears out before a child grows out of it. Most cost-conscious US mums sat up and took note of the Sears' Kidsvantage commercial, which showed kids running around and playing at a park with a voice-over saying, 'All clothes should be play clothes. With Sears' Kidsvantage guarantee, whatever they're wearing won't wear out.'

Source: Advertising Age

OVERLAND



CUTTING EDGE SOLUTION

Overland Footwear has partnered with Solutionists to create a brand new, e-commerce website that is as innovative and fashion forward as its brand. Customers are able to select shoes by colour, style and price, and then once they have found the object of their desire, it is only one click to see which store closest to them has the stock. A live connection to Overland's management system makes this website an easy to update, fully integrated solution. Check out: www.overlandfootwear.co.nz or www.solutionists.co.nz and get shopping.

LEADING SOLUTIONS

Leading Solutions are known for providing products and solutions for effective display and in-store security. The new acrylic EAS gate from eGuard, which has a proven international track record and features new design elements, is subtle and unobtrusive in-store while providing the best in-store security. Also available are soft and hard tags for a range of EAS systems. Contact Leading Solutions on: 09 979 5479 or email: sales@leadingsolutions.co.nz to find out more.

