

**Press announcement**

## **Pacsafe<sup>®</sup> leaders in travel security make waves in Canada**

(HONG KONG): **Anti-theft travel gear experts, Pacsafe<sup>®</sup> take service and support to next level with expansion into Canada**



**Pacsafe<sup>®</sup>'s is proud to announce its move into Canada.** This pivotal, strategic move is testament to the security travel brand's ongoing commitment to achieving excellence in customer service, relationships and innovation in its product offering.

Stephen and Sue Kay have been appointed to head this expansion under Pacsafe, North America's newly promoted Executive Vice President Nathan Haskell. After 27 years in the Travel, Sporting Goods and Consumer Package Goods industries, and with knowledge across all retail channels, the husband and wife sales team are set to "aggressively grow the brand exponentially" across Canada.

**Quote:** *"We have watched the Pacsafe Brand for a few years now, and witnessed how it's become important and very relevant to the North American traveller, adventurer and everyday consumer. We're very excited and proud to be part of influencing where the Brand goes next, in the Canadian marketplace. Being part of an aggressive sales and business team, headed up by Nathan Haskell in North America, with NEW, INNOVATIVE and INTERESTING products means PACSAFE will grow exponentially and we will have some fun and success in doing it!"*

### **Appendix:**

Stephen has had over 27 years of selling experience in the Travel, Sporting Goods and Consumer Package Goods industries, throughout all channels of retail distribution. He is effective at managing supplier and retailer relationships, and has had notable successes and experience in putting together strategic sales plans, and forecasts. This is further enhanced with his marketing and product management background.

Hobbies include fly fishing, ice hockey, skiing, squash, as well as motorcycle & family travel. When he has time, he also enjoys a nice, cold glass of Stella Artois!

**Notes for editors:**

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