



NEWSLETTER

WINTER 2008

SWAN
PORTAFORGE
WINNER
OVERLEAF

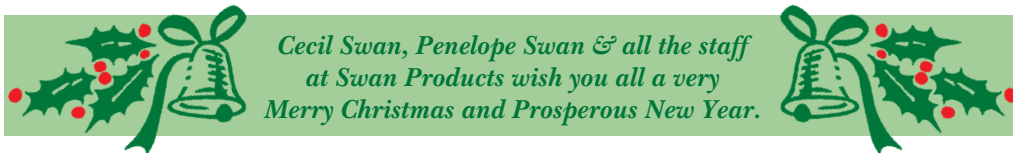
GREAT NEWS! PRICES HELD THROUGH 2009.

At SWAN PRODUCTS we have always been aware of the competitive nature of Farriery and as such, our prices are constantly reviewed to ensure that we can pass on any savings to you, the customer.

This is particularly relevant in the current 'Credit Crunch' that we are all experiencing at some level, therefore, to ensure that our customers are helped through this difficult time,

we have taken the decision to absorb any increase in our costs and NOT increase prices on SWAN PRODUCTS and REFURBISHMENT PACKAGES from now until the end of 2009.

As we're sure you'll agree, this is not a position that many companies will have adopted recently, but we feel that it's imperative during these hard times to assist in any way possible within the Farriery trade.



HORSE & HOUND MAGAZINE HIGHLIGHTS SWAN ANTI-BAC



Educating horse owners about the benefits of using SWAN ANTI-BAC just got easier! Olympian Jane Gregory quoted ANTI-BAC as her secret weapon in the 3rd July 2008 issue of the HORSE AND HOUND Magazine.

We wish to thank 'Horse and Hound' for permission to reproduce this extract from the magazine.

HOW YOU CAN PROFIT FROM ANTI-BAC

With our 20% discount you can make at least £22 selling 10 bottles (min. order) – even more for larger orders!

Sales have rocketed since the HORSE & HOUND article – so always have a stock of ANTI-BAC handy!

Swan farrier products, renowned for their quality and reliability, are designed and developed by leading farrier, Cecil Swan

Why not ask for a copy of our latest brochure?



SWAN PRODUCTS NEW IN 2008



THE CYGNET DE-LUXE PORTAFORGE

Compact, lightweight and ideal for both mobile and workshop duties. Very economical on fuel, quiet in operation. Developed in answer to customer suggestions.



COMPACT ALUMINIUM TOOLBOX

Lightweight yet rugged. Adjustable tool spaces. Each compartment has foam insert. Rubber feet fitted.

SWAN HOOFSAND

A Cecil Swan design tool. Supports the hoof while working. Especially useful working with 'difficult' horses, e.g. with bad backs, or those that lean on you. Height adjustable.



ALSO FROM SWAN



STRÖMSHOLM FARRIER SUPPLIES

We are distributors for Strömsholm Ltd., UK leaders for farrier supplies and importers of Kerckhaert shoes. A wide range of their stock is available for collection from us or despatched direct to you at competitive prices. Please contact us for further details.

SWAN PORTAFORGE REFURBISHMENT PACKAGES

FROM THIS...



PLUS FULL SAFETY CHECK

TO THIS...



+++ PRICES HELD THROUGH 2009 +++

- We have found that we are constantly informing customers that they require small sundry parts which adds to the Refurbishment Package price.
- To avoid this inconvenience we have restructured our prices to include sundry parts up to the value of £20.00
- Remember: a Portaforge refurbishment – PLUS THOROUGH SAFETY CHECK – is in your own professional interest for peace-of-mind and reliability.
- In addition, our recommendation of a regular 2-yearly overhaul is fully endorsed by the FTS Health & Safety Officer.

PACKAGE DETAILS:

- Full service and safety check
- Complete reline
- Replacement ignition system
- Replacement base tiles or castable base
- Replacement thermocouple
- New rubber gasket/s
- Sundry parts (max. £20)
- PLUS A FREE LOAN PORTAFORGE for the duration of the refurbishment (subject to delivery and collection costs)

SWAN PORTAFORGE	PACKAGE DEAL PRICE
CYGNET Single or Twin Burner	£219.00
STANDARD Single or Twin Burner	£240.00
EURO-FITER Single or Twin Burner	£240.00
MAKE & FIT Single Burner	£265.00
COMPETITOR Either model	£285.00
THE MINI-MOTHER	£531.00
THE MOTHER	£619.00

Carriage and V.A.T. are additional.

If any work is required over and above the package price, a full quotation will be given.

REMEMBER: a REFURBISHED Swan Portaforge is a NEARLY NEW Swan Portaforge

COMPETITION RESULTS

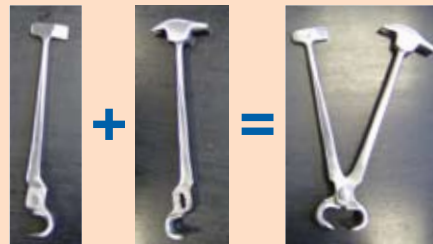
As you know from our last Newsletter, SWAN PRODUCTS gave all you farriers out there the opportunity to win a Brand New SWAN Cygnet Deluxe Portaforge. All you had to do was enter your forge in for Refurbishment and you were automatically entered into our prize draw. Many thanks to all of you who entered, there were far too many to list in this article. The prize draw was selected by local farrier:- Paul Hopkins RSS who picked the lucky winner – MR D SANDERSON AWCf from Cambridgeshire.



SWAN SPECIAL OFFER

**SWAN
POCKET
FARRIER
NOW ONLY
£49.99 inc. VAT
(was £65 + VAT)**

- A combination tool for away-from-the stable shoe emergencies
- Incorporates a pull-off hammer and buffer all in a single tool
- Instant shoe removal can minimise pain and trauma for the horse



SWAN PRODUCTS

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We are open from 8 a.m. until 5 p.m. Monday to Thursday and 8 a.m. until 4 p.m. on Fridays