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SWAN “Wows” at Adultex 2011

Melbourne, Australia May 6, 2011- BMS Factory formally launches SWAN in Calvista’s “Adultex” show in Australia. SWAN is the world’s first collection of completely waterproof, 100% silicone covered, virtually seamless and rechargeable vibrators in the industry. Released with exclusive distribution across the globe, SWAN is soaring above all other products as the must-have vibrator of the future.



Kim and Jane with the SWAN Collection in Calvista’s showroom

Australian buyers have been anxiously awaiting SWAN. Just one short year ago at the same Adultex 2010, they were treated to a sneak peek of SWAN and voted BMS Factory, *Star of the Show*. “I only brought 5 or 6 hand samples last year and put them in my booth to see what would happen.” said Steve Bannister, the creator and manufacturer of SWAN. “By the second day of business, the Australian people not only found my products, but gave them outstanding recognition. I was flattered.” says Bannister.

This year BMS Factory was once again, *Star of the Show* with their full SWAN Collection. With boxes mostly in white, their booth mostly in white, and the staff in white shirts and black pants, BMS set the environment to allow their product line to shine through.

well together and why it is a lethal combination.” said Broderick. “We held training seminars to as many as we could on the benefits of SWAN and proved to the buyers why we have reinvented the vibrator.” said Broderick. So this year with a full product line of twelve items, SWAN put on quite a show. Retailers were actually lining up at one point to learn more about the full range. SWAN will go on sale in Australia in early August 2011.

Kim Broderick who has worked for Mr. Bannister for the past eight years and Jane Guo who is from the factory side were there to provide knowledge and insight into SWAN.

“We demonstrated how PowerBullet™ and SWAN work so well together and why it is a lethal combination.” said Broderick. “We held training seminars to as many as we could on the benefits of SWAN and proved to the buyers why we have reinvented the vibrator.” said Broderick. So this year with a full product line of twelve items, SWAN put on quite a show. Retailers were actually lining up at one point to learn more about the full range. SWAN will go on sale in Australia in early August 2011.



SWAN booth at Adultex 2011

Designed in Canada and made with the fiercest power, BMS Factory is honored to incorporate SWAN with the latest *PowerBullet™* technology. PowerBullet™ is a new brand from BMS Factory and when their logo is seen on any product or packaging, the industry and public will know that the product has power second to none.

In North America, SWAN is sold under the brand name Vanity, by Jopen. SWAN is available everywhere outside of North America.

“Welcome to SWAN – a slender touch of perfection.”

About BMS Factory:

BMS Factory emerges as the newest celebrity representing successful Canadian business. With a factory in China and numerous distributors around the world, BMS Factory is expanding its production with SWAN and the “Powered by PowerBullet” brand. All this started from a little store called “Aren’t We Naughty” located in the small town of Brampton, Ontario Canada, 28 years ago.

