

ISSUE #1

Bestway

SUMMER

2019 FASHIONABLE FLOATS COLLECTION

FLOATIE MANIA:
DISCOVER THE MOODS
BEHIND THE NEW LINES

ALL DAY LONG IN STYLE:
THE POOL THE CITY
THE BEACH THE PARTY

SUMMER
2019
TASTY!
GLAM!
IT'S POP!

BARCELONA
DISCOVER
HOW TO MAKE
YOUR HOLIDAY
SENSATIONAL!





**There are no
straight lines or
sharp corners
in nature.**

Antoni Gaudí

WELCOME

TO A NEW BESTWAY EXPERIENCE.

There's no doubt that Bestway is focused on providing fun lifestyle options through innovation and trend spotting.

We aim to amaze our customers year after year with new concepts, upgraded collections and a focus on quality.

Our products represent iconic items, must have accessories and new trends. But most importantly, we strive to make the leisure industry more inviting to all consumers while earning trust as a market leader in recreation.

We hope you enjoy this unconventional catalog as a special expression of our groundbreaking attitude. Join us as we take you through the breathless scenery of Barcelona city. Enjoy beautiful pictures of our products, models and read through the perfect itinerary for an ideal day of a magical

**SUMMER
HOLIDAY**





Bestway

THE

inflatables

pop fashion

sun summer

glamour holiday

party selfie

leisure beach

vanity

sun

pop

tasty

pool art

lifestyle

floats

fashion flavors

fun summer

fun fresh glamour holiday

party selfie

relax

beach floats

beach floats

party selfie

fresh

glamour holiday

fun summer

fashion flavors

lifestyle

pool art

relax

0.

PREFACE

3.

TASTE THE SUMMER FLAVORS

7.

RELAX YOU'VE ARRIVED

11.

THE JUICE OF LUXURY

15.

SUMMER IS NOW...

19.

BESTWAY A RAY OF GOLDEN SUN

23.

PLAY POP

25.

FLY-MINGOS

29.

THE MOOD: SUMMER FLAVORS™

31.

THE MOOD: FLOAT'N FASHION™

33.

THE MOOD: ART COLLECTION™

37.

POP TWEAK

43.

CRAZY FOR THE BEACH

49.

SWEET SUNSET

51.

INFLATE YOUR PARTY

55.

POSTCARDS FROM LOS ANGELES

56.

THE NEW 2019 PACKAGING RESTYLE

57.

THE ENTIRE COLLECTION

59.

CREDITS

www.bestwaycorp.com



TASTE THE SUMMIER FLAVORS



Floating with Fashion

This special collection of items are must-have accessories for fashionistas looking to spend their holidays in style. Fashion industry insiders and social media influencers are always looking to show off cool floats as props or give their community advice.

From realistic fruit to delectable candies, and creative fantasy creatures to pop-art ice cream - see our products as the real stars they are!



SMILE POSE TAN

Set your worries
aside. It's time to
smile, pose and
sunbathe the
day away.
Join us for a day
in Barcelona that
includes everything
the city has to offer.



RELAX YOU'VE ARRIVED

h.10:00am
It's time to treat yourself. How do you start your vacation day? We suggest a relaxing beauty & spa treatment followed by nutritious breakfast. Fruit is a perfect breakfast choice. Savor fruits that are not only nutritious, but compliment your beauty rituals and look appealing. Orange, kiwi, strawberry and watermelon represent this class of stylish fruit, which explains the inspiration for our products.

31042
Kiwi
Beach Ball



KIWI BENEFITS

Kiwis are small fruits that pack a lot of flavor and plenty of health benefits. Their green flesh is sweet and tangy. It's also full of nutrients like vitamin C, vitamin K, vitamin E, folate, and potassium. Snack on this fuzzy fruit for a boost of antioxidants and fiber.



WATERMELON BENEFITS

Watermelon is a sweet yet surprisingly healthy fruit. It has high water content and has many important nutrients, including lycopene and vitamin C. Watermelon isn't only a tasty low-calorie treat, it's also very good for your health.



43159
Watermelon
Summer
Fruit Lounge



THE JUICE OF LUXURY

h.11:30am

You have the luxury of time during vacation, and it's time to feel luxurious. Enjoy some healthy pineapple juice before you sunbathe. Don't forget to protect your skin with sunscreen, sunglasses and shade. Your tan will look fantastic, specially when you unwind on a pineapple lounge.



PINEAPPLE BENEFITS

If you fancy piña colodas, then you probably like pineapple juice. But did you know this super fruit is healthy and delicious? Unlike artificial fruit juices, the naturally tart and sweet pineapple juice has no added sugars.

In fact, the only substance that is normally added is ascorbic acid, also known as vitamin C.



36121
Pineapple Summer
Fruit Pool Ring

43159
Pineapple Summer
Fruit Lounge



summer is now

TASTIER THAN EVER



h.2:00pm

Take a stroll through Mercado de la Boqueria. An inspirational location with fresh fruits, smoothies and produce.

The perfect pre-game before heading to the beach or pool. The bright colors and liveliness will lift your spirits. Be brazen. Splurge on that vintage Versace dress and tow around your rainbow-colored floaty.



Mercat de la Boqueria

44041
Rainbow
Pool Mat

36121
Pineapple Summer
Fruit Pool Ring

36125
POP
Swim Tube





BESTWAY A RAY OF GOLDEN SUN

h.3:00pm

The city in the summer offers a perfect mix of scents, flavors and experiences.

It combines art, shopping, entertainment, sport and cultural events - everything shines under the gold sun.

Whether you sunbathe on the terrace with friends or spend the day shopping, you'll be surrounded by breathtaking scenario. Pair our gold collection with the perfect outfit and get your summer shine on.



Park Güell



36127
Gold
Swim Ring

44044
Gold
Swim Mat



PLAY POP



4116
POP
Rhino

4117
POP
Ostrich



the fun goes ON

It's time to play. These new floats are vibrant, huge, irresistible and become an instant party classic wherever they go.

FLY

MINGOS

h.4:00pm

Take your crew to the skate park for an afternoon of cool fun. It's near the beach and the perfect location for memorable pictures, especially when you bring along giant inflatable ride-ons...



41119
Luxury
Flamingo



SUMMER FLAVORS™



Fruits, juice, cocktails, candies and of course - pizza!

The menu is rich, and the recipes have international inspiration - from tropical and exotic goodies, American fast food to your childhood candy store.

The creative mood behind this competitive (but extremely attractive) collection can be described with a few key words, we mean 'hashtags':

#fresh #tasty #colorful



Fashion Influencers rave about these iconic items and can't live without them.

They invoke glam, luxury, fantasy. And promote their image as a status symbol.

This special line of instant classics are must have products. All gold, glitter and rainbow prints are made with a specific effect for maximum glam. Influencers who are

obsessed with style are finding their Flamingo Tribe so they can float on air.

The creative mood behind this classic collection has well-known hashtags too:

#glam #fancy #fashionable

Ek het 'n huisie by die see
Ek het 'n huisie by die see. Dis nag.
Ek hoor aaneen, aaneen die geloue slaan
teenaan die rots waarop
met al die oesean se woeste
Ek hoor die windse hui - 'n k
...siele in hul nood

At Bestway, we love using our creativity to push forward with new concepts that will stir up the market. We start trends, not follow them.

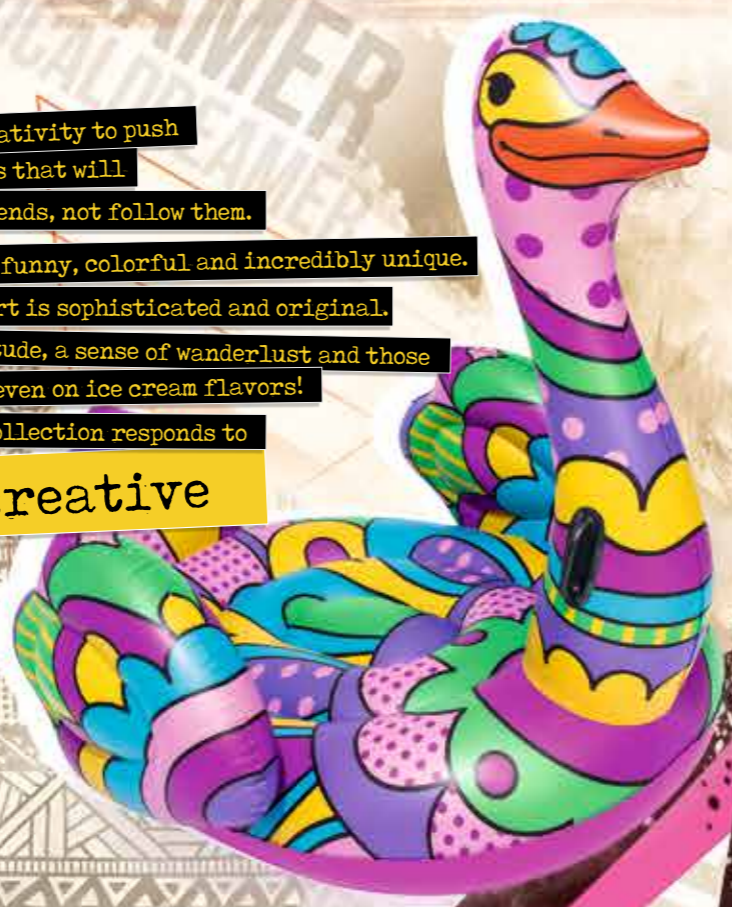
Rhinos and Ostriches are born this way. They are funny, colorful and incredibly unique. The combination of safari adventure and vintage pop art is sophisticated and original. It resonates with people who have an offbeat attitude, a sense of wanderlust and those who think differently on everything - even on ice cream flavors!

The creative mood behind this classic collection responds to

#artsy #pop #creative



#PlayfulEscape



TM



#LOCALDREAMER

#MASSINFLUENCERS

Ek het 'n huisie by die see
Ek het 'n huisie by die see.
Dis nag. Ek hoor aaneen, aaneen die geloue slaan teenaan die rots waarop my huisie staan met al die oesean se woeste krag.

#MASSINFLUENCERS

Art
COLLECTION



www.bestwaycorp.com

Hong Kong • Milano • Phoenix • Santiago • Shanghai • Sydney

Bestway



POP TWEAK

Tweak [tw'ik]
- Skate Lingo,
To add style
to a trick by
exaggerating or
contorting it.





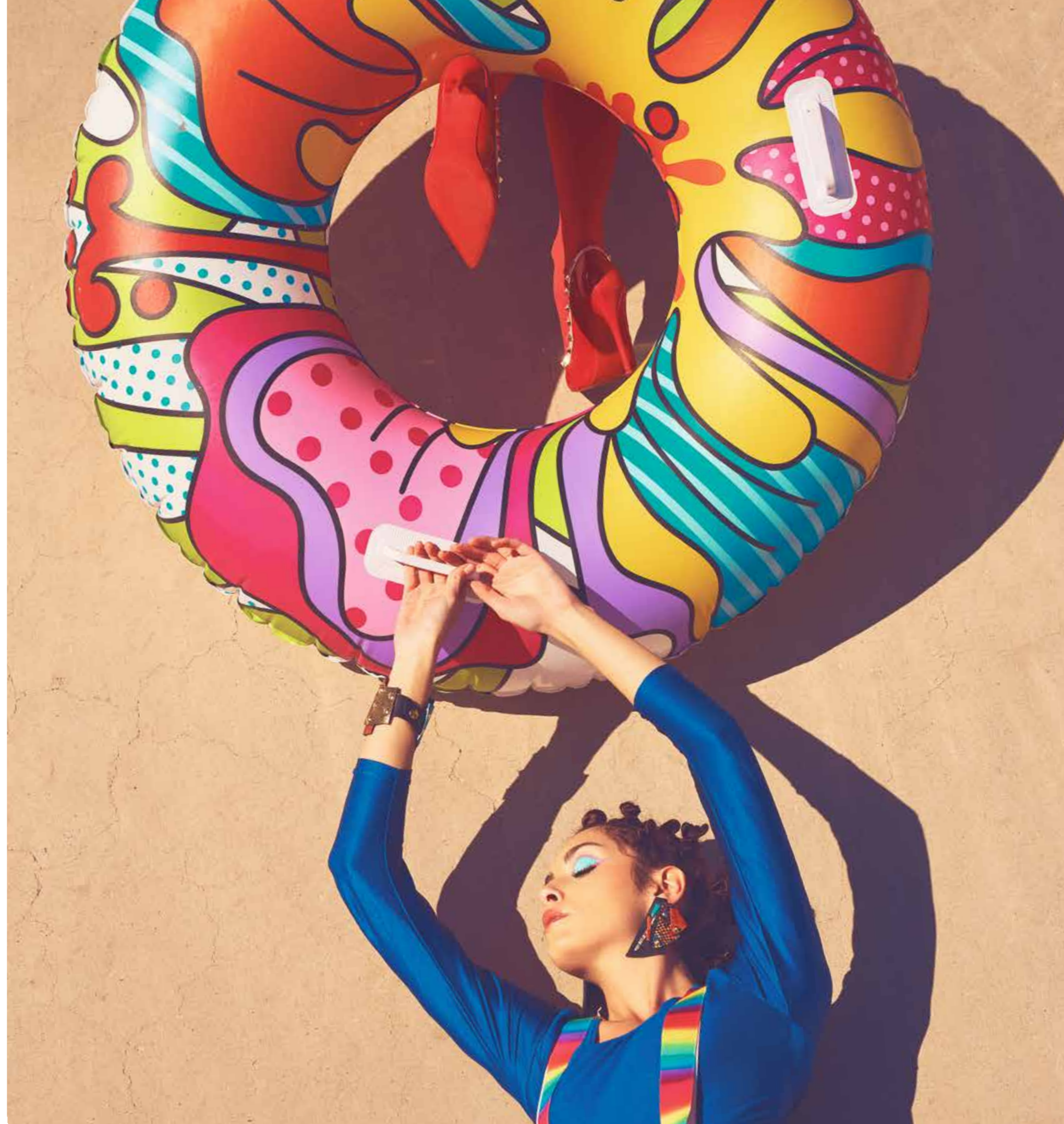
4116
POP
Rhino

43185
POP
Ice Cream Cone





43186
Candy Delight
Lounge



READY FOR THE BEACH



h.6:00pm

The best time of the day for the beach has arrived. People are heading out for dinner and energetic young people are ready to party the night away.

43186
Candy Delight
Lounge

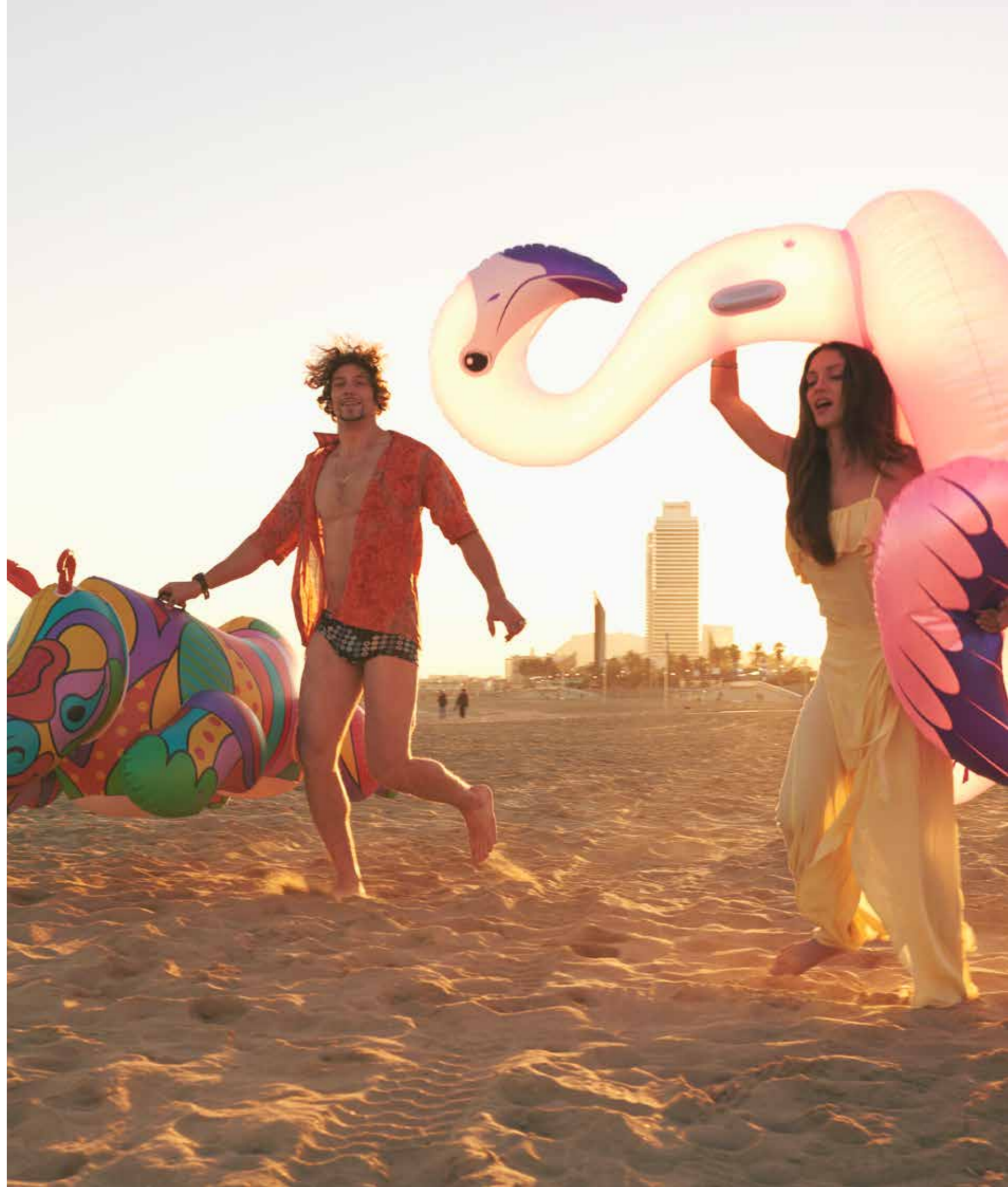


43161
Dreamsicle
Popsicle Lounge





Of course, be sure to bring along your floatie friends to the party.



SWEET SUNSET

h.7:00pm

Enjoy a moment of pure relaxation before the night begins. Lights and sea breeze are romantic and calming. Rest up on our Candy Lounge that feels like a marshmallow. Experience the comfort you deserve.



43187
Candy Lounge

SUMMER FLAVORS™
COLLECTION

INFLATE

YOUR PARTY

h.11:00pm

Recruit your "floatie gang" and have the most extravagant party in the city. Candies, fruits and fantastic animals guarantee an unforgettable party.





4118
Luxury
Pegasus



POSTCARDS FROM L.A.



THE NEW FASHIONABLE FLOATS 2019: STAND OUT IN THE WATER AND ON THE SHELF.

The packaging redesign has been developed with consideration of market needs, brand strategy and the actual design of each product. The new packaging is premium-focused and designed to thrive on big retailer shelves. Eye-catching design elements, shiny finishes and large attractive photos.

DEDICATED TEXTURE FRAME FOR EACH PRODUCT

1. DEDICATED FASHION STYLING OF THE MODEL TO EMPHASIZE PRODUCT DESIGN AND COLORS.

2.

SILVER FOIL PRINTED BESTWAY LOGO

3.

3 DIFFERENT TRADEMARKS TO DEFINE THE GRAPHIC DESIGN THEME/ MOOD

4.



The styling and mood of this theme is trendy and fresh. It represents the most commercial selection of the Bestway floats category.



The styling and mood of this theme is glamorous and fanciful. It represents the iconic/classic selection of the Bestway floats category.



The styling and mood of this theme is Pop and artistic. It represents the most sophisticated selection of the Bestway floats category.

www.bestwaycorp.com

Bestway

Barcelona isn't the only majestic destination for our fashionable floats. Check out these postcards from Los Angeles, California. The City of Angels has the beaches, parties and fashion influencers that help this product line thrive. Stay tuned for photoshoots, videos and hashtags from around the world that feature our high fashion floats.

SUMMER FLAVORS™
COLLECTION



Kiwi - Strawberry Orange Beach Ball

18in.
46cm

31042



Watermelon Island

6ft.2in.
1.88m diameter

43140



Pineapple Summer Fruit Lounge

68.5in. x 38in.
1.74m x 96cm

43159



Watermelon Summer Fruit Lounge

68.5in. x 35in.
1.74m x 89cm



Pineapple Summer Fruit Pool Ring

45.5in. x 34.5in.
1.16m x 88cm

36121



Watermelon Summer Fruit Pool Ring

47in.
1.19m diameter



Dreamsicle Popsicle Lounge

6ft.1in. x 35in.
1.85m x 89cm

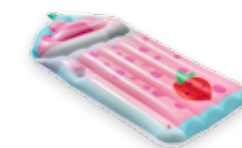
43161



Cocktail Tropical Beverage Lounge

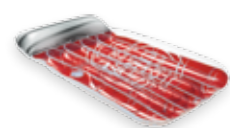
6ft.3in. x 39in.
1.90m x 99cm

44037



Milk Shake Tropical Beverage Lounge

6ft.3in. x 39in.
1.90m x 99cm



Moonshine Lounge

6ft.3in. x 45in.
1.90m x 1.14m

44039



Candy Lounge

6ft. 3in. x 41.5in.
1.90m x 1.05m

43187



Candy Delight Lounge

46.5in. x 46in.
1.18m x 1.17m

43186



Donut Ring

42in. / 1.07m
diameter

36118



Donut Ring

42in. / 1.07m
diameter



Pizza Party Lounge

6ft.2in. x 51in.
1.88m x 1.30m

44038



Luxury Flamingo

68in. x 67in.
1.73m x 1.70m

41119



Pretty Peacock

6ft.6in. x 64.5in.
1.98m x 1.64m

41101



Luxury Swan

66.5in. x 66.5in.
1.69m x 1.69m

41120



Luxury Pegasus

7ft.7in. x 59in.
2.31m x 1.50m

41118



Gold Swim Mat

6ft. x 27in.
1.83m x 69cm

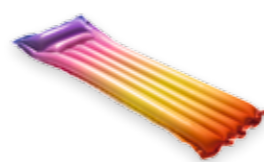
44044



Gold Swim Ring

36in.
91cm diameter

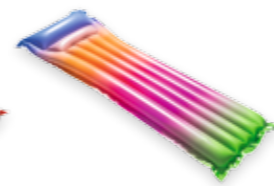
36127



Rainbow Pool Mat

6ft. x 27in.
1.83m x 69cm

44041



Rainbow Pool Mat

6ft. x 27in.
1.83m x 69cm



Rainbow Swim Ring

36in.
91cm diameter

36126



Rainbow Swim Ring

36in.
91cm diameter



#SummerStylez

6ft.2in.
1.88m diameter

43139



Peacock Feather Lounge

6ft.2in. x 31in.
1.89m x 79cm

43188NE



Camel Pool Float

7ft.3in. x 52in.
2.21m x 1.32m

41125



Party Turntable Cooler

24in. x 21in.
61cm x 53cm

43184



Pink Party Car Cooler

35in. x 27in.
89cm x 69cm

43164



POP Beach Ball

36in.
91cm

31044



POP Swim Tube

47in.
1.19m diameter

36125



POP Ice Cream Cone

6ft.2in. x 37.5in.
1.88m x 95cm

43185



POP Ostrich

6ft.3in. x 65.5in.
1.90m x 1.66m

41117



POP Rhino

6ft.7in. x 40in.
2.01m x 1.02m

41116

For all the
details of each
product please refer
to worldwide
Summer 2019
collection



C R E W

PHOTOGRAPHY

Carlo William Rossi + Fabio Mureddu

FILMMAKER / PRODUCTION

Massimo Perego Meroni

CREATIVE DIRECTOR

Daniele Agosto

ART DIRECTION ON SET

Carlo William Rossi + Fabio Mureddu + Daniele Agosto

STYLIST

Marina Cappellini

PHOTOGRAPHY OPERATOR

Giuseppe Palumbo

CAMERA OPERATOR

Carlos Jimenez Ciendones

MAKE UP ARTIST / HAIR STYLE

Naomi Liccardo

MODELS

Luana Ardivelo

Felicia Fontanella

Riccardo Passavanti

Jose Ciaschi

LAYOUT ART DIRECTION

Daniele Agosto + Dario Di Cesare

MARKETING ASSISTANT AND P.R.

Maria Stella Minoli

MANAGING EDITOR

Milton Herman

SPECIAL THANKS TO ALL
THE BESTWAY® TEAMS WORLDWIDE
WHO SUPPORTED THIS SPECIAL PROJECT



Please scan here to
watch the video
of New Fashionable
Floats

T H A N K S T O
ALL THE FASHION BRANDS WHO MADE THIS PROJECT POSSIBLE

CLOTHES AND BATH SUITS

J' AMAIS LUNDÌ

NUMEROTTO

HELIS BRAIN

B700 per LIVIO DE SIMONE

HANNY DEEP

JEWELS AND ACCESSORIES

LA DOLCE VITA

MILOR

LPC design

VINTAGE COLLECTIONS

private archives of:

Carlo William Rossi

Fabio Mureddu

Daniele Agosto

www.
bestwaycorp
.com

This publication uses creative liberties with certain products.
Refer to the worldwide Summer 2019 catalog for official product details.

CHINA

Bestway Inflatables & Material Corp.
No.3065 Cao An Road,
Shanghai, 201812, China
Tel: 86 21 6913 5588
Fax: 86 21 5913 8383
E-mail: info@bestwaycorp.com

EUROPE

Bestway (Europe) S.r.l.
Via Resistenza, 5
20098 San Giuliano M.se (Mi), Italy
Tel: 39 02 9884 881
Fax: 39 02 9884 8828
E-mail: info@bestwaycorp.eu

LATIN AMERICA

Bestway Central & South America Ltda
Salar Ascotan 1282, Parque Enea,
Pudahuel, Santiago, Chile
Tel: 562 3203 6438
Fax: 562 3203 6409
E-mail: info@bestwaycorp.lat

BRAZIL

Bestway Brazil
Rua São João,
1648 Maringá - PR - Brazil
Zip Code: 87030-201
Tel: 55 44 3046 2950
0800 001 8400
E-mail: info@bestwaycorp.com.br

GERMANY

Bestway Deutschland GmbH
Parkstraße 11
24534 Neumünster, Germany
Tel: 49 4321 555 05 - 0
Fax: 49 4321 555 05 - 55
E-mail: info@bestwaycorp.de

HONG KONG

Bestway (Hong Kong) International Ltd.
Suite 713, 7/F Floor, East Wing, Tsim Sha Tsui Centre,
66 Mody Road, Kowloon, Hong Kong
Tel: 852 2997 7169
Fax: 852 2997 7869
E-mail: info@bestwaycorp.hk

U.S.A.

Bestway (USA) Inc.
3411 E. Harbour Drive, Phoenix,
Arizona
85034, United States of America
Tel: 1 480 838 3888
Fax: 1 480 304 3349
E-mail: info@bestwaycorp.us

AUSTRALIA

Bestway Australia Pty Limited
Unit 2/98-104 Carnarvon St
Silverwater, NSW 2128, Australia
Tel: 61 2 9037 1388
Fax: 61 2 9737 9423
E-mail: info@bestwaycorp.com.au

FRANCE

Bestway France Sarl
Espace Berlioz, 100 rue Albert Caquot
06410 Biot France
Tel: 33 4 97 04 92 99
Fax: 33 4 97 04 91 07
E-mail: info@bestwaycorp.fr

WWW.
bestwaycorp
.com

