



The Tale of Terrance, Trixie and the five Dragons

Told by Terrance Trunki

My sister and I were very excited to go to London last summer – we had heard stories about Dragons but nothing could have prepared us for what happened in the Den. We were in the Den for over fifty minutes with our Daddy Rob and what you saw on the TV were theatrical highlights, which the BBC edited to make an entertaining show.

We were very nervous being carried up the steps but fortunately Daddy reassured us that they were not real dragons, but very successful business people. Daddy's pitch went very well and I was delighted to have Richard take me for a spin. We explained about our impressive sales figures that included us travelling to the Big Apple to be sold in the Museum of Modern Art and Japan and that approx 20,000 of us had been sold prior to the show.

Trixie was a bit nervous when scary Deborah wanted to take her for a tow but she kept close to her heels and thought she was quite impressed. However she ended up next to Theo's feet a dragon that usually makes her hide behind the sofa when he's on the telly. To Trixie's horror Theo started man-handling her, he then started tugging really hard on her strap and ended up pulling it off. Poor Trixie fainted and left Daddy speechless!

Even though my strap had withstood towing fully grown adults, Richard and Daddy several minutes earlier, Theo just didn't understand we were designed for children (I think he was jealous he didn't get towed on one himself!). Although no one had complained about our hooks before, Daddy talked to the factory after filming and in next to no time they made our hooks in a new stronger material!

We also couldn't believe that Theo stated Mothercare would never sell us; however we're delighted to prove him wrong as we are in our third season supplying them!

When the Dragons said our valuation of the business was ridiculous, Daddy said he had been to see a professional investment analyst for funding earlier in the year who, by the way, had read his business plan (unlike the Dragons). We couldn't believe it when they said the analyst should have his license revoked! Having watched the whole series, it seems that no matter how

much you ask for, or how far developed your business is, they always want between 40 – 50% equity!

Before the show we thought Peter might like to be our friend, however he gave Daddy a very rough time as he thought we were just there for an advert (unlike him just being there to boost his own ego, although we are sorry to hear his new ITV show Tycoon has been canned). Daddy was there because he needed money to rapidly expand globally, and bust the boredom for children around the world. How he could say "You think you have something, I tell you don't, your company is currently worthless", when over 19,000 of us had been sold!

We're delighted to say that since filming, a further 85,000 of us are helping relieve the tears and tantrums of travelling with tots. In fact our Turnover has tripled since the programme aired in September 06!

Daddy said our 'Trunki' name was the most important part of our business, he calls it a 'Trademark' and was gob smacked when Peter clearly showed little understanding of the value of our brand, stating "so what you've got a name, we've got 'Dunki'" pointing at Duncan Bannatyne, Trixie and I thought this was funny, but Daddy didn't. By now he was worn down by the Dragons outlandish comments that had him confused as to what value, if any, they could really add to our business.

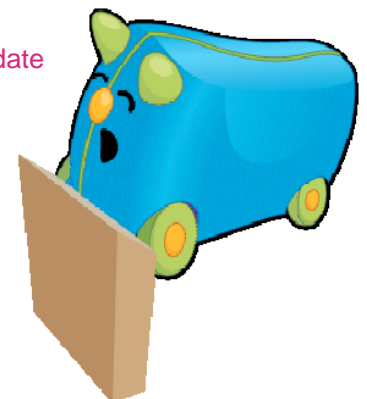
Despite all the harsh criticism, Richard said he thought we were a great idea and Daddy did a deal with him so he could take us back to Monaco to live with his children happily ever after.....

.....2 weeks later a Coutts cheque arrived in the post from Monaco, although it stayed on the pin board for a couple of days, Daddy had to cash it to buy more of us.

You will be happy to hear that since her traumatic encounter with Theo, Trixie is now out of counselling but still shudders with fear every time she is read 'Puff the Magic Dragon'!

The End.....

...see next page for an update



Terrance is also available for functions, weddings, birthdays and bar mitzvahs!

Life after the den...

We shot Dragons Den April 2006, two weeks after the first container of 1,600 Trunkis arrived in the UK (now officially referred to as Trunki's Birthday!). We're pleased to say that although our first shipment had some teething problems, (as all new products from new factories experience) they were quickly sorted and over 100,000 Trunki's have been welcomed into new homes across the world :0)

Trunki have been inundated with support after our Dragons Den appearance and sales went through the roof! Now, just over 12 months since programmed aired, we are now supplying over 350 retailers in the UK, major high street stores:

Harrods

John Lewis

mothercare

amazon.co.uk

next

TRIPP

However the real successes has been on the international front, we have 18 distributors covering over 27 countries including all of Northern Europe, North America and even Saudi Arabia. (Trunki.co.uk/international) We would like to thank the UKTI for their support.



One of our proudest moments has been appearing in TIME Magazine among over 100 international publications; visit trunki.co.uk/press. We have also won over 11 awards, voted for by the public, the trade and designers, including;



The Dragons Den exposure has been pretty phenomenal, with it's pinnacle shortly after the revisited program aired in August 07. John Lewis was quoted saying Trunki was one of their best selling products of the summer and was "out selling the next best selling children's luggage four to one" in a Telegraph article!. Rob was then interviewed on Radio 4's Today Program, Radio 2 and Five Live before being invited (along with the Trunki Trio) to sit on the couch with Richard and Judy on Channel 4! The Trunki's are delighted to be making the dragons eat their own fire!

You can keep abreast of the latest Trunki news at trunki.co.uk/news