



WUZZOS®

THE ESSENCE OF THE OUTDOORS

BRAND HERITAGE

Sir Henry Busby Bird played an important role in the London Borough of Shoreditch, and was mayor 12 times - from 1903 to 1919 - holding the office continuously during the war period. He took an active part in the formation of two volunteer battalions and commanded the 3rd, The Royal Fusiliers, retiring with the honorary rank of Lieutenant-Colonel. Sir Henry was instrumental in raising £4,500,000 in National War Bonds in Shoreditch, was knighted for his wartime services in 1919 and then instructed the design of the Bird family crest, assigning the motto "LUDITE LUDEM" which means "PLAY THE GAME".



HIS WORSHIP THE MAYOR OF SHOREDITCH (SIR HENRY BUSBY BIRD, J.P.)



LETTER HEAD



WAX STAMP



METAL LOGO

WUZZO STORY



In her working days, WUZZO was a rowing lifeboat that served to protect the crew who maintained a Trinity House lightvessel off the coast of Harwich. During the nineteenth century they were predominantly positioned off England's east coast and the approaches to the River Thames, where there were many treacherous shoals. The majority of lightvessels were decommissioned during the 1970s - 1980s and replaced with light floats or Lanby buoys which were vastly cheaper to maintain. In 1983 this hull was decommissioned and sold to the Bird family, modified with a forepeak and engine and kept on the River Crouch in Essex. Her name WUZZO is derived from the French for Bird (Oiseau) but spelt in simplistic form. The bird depicted in the WUZZOS® logo connects the boat and family together with an interesting story that emulates from the turn of the twentieth century...



ORIGINAL LV18 BEING SAND BLASTED



FINISHED WUZZO BEING LAUNCHED

WUZZOS BRAND

WUZZOS® brings together a team of people who have spent their career entrenched in product designed to perform and protect when subjected to the elements of the outdoor arena. There is no compromise on the quality of materials and components selected for integration into our products. We represent a passion for our outdoor sports and continue to compete in order to expand our understanding of the kit required for optimum performance regardless of the level you participate.

A strong ethical approach is important and we spend months sourcing the best factories to work with, visit them regularly and build relationships based on openness, honesty, integrity and respect. Our products reflect sustainable and responsible sourcing and our packaging mission is to turn the tide on plastic...



www.wuzzos.com

