



# Lifestyle Protection for People on the Move

[www.voyager-blue.com](http://www.voyager-blue.com)

## Press Release

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### VoyagerBlue Re Brands and Re launches Website

VoyagerBlue Ltd (VB), a UK company born in Manchester- based, Lancashire is a market leader in RFID/NFC Shielding and Bluetooth Loss Prevention solutions since 2004 and are excited to announce that they have re branded.

They are delighted to re-launch their website [www.voyager-blue.com](http://www.voyager-blue.com) showcasing their new , fresh and contemporary Signature SmartWallet products believing the new image engages with the modern customer and enhances its reputation as a trustworthy company, with an innovate DNA and Patents in *Lifestyle Protection for People on the Move*.

VB is the leading company in its field holding a variety of wide-ranging patents in the area of contactless payment protection and Bluetooth loss prevention.

VB is proud of their ethical approach to protecting their client's data by providing researched and tested sustainable metals in its shielding solutions. VB continually looks at enhancing responsible business practices, whilst developing its packaging to remove plastics and only use responsibly FSC sourced materials for use in their retail packaging.

Rob Rostron, Head of Global Business, added

## VOYAGERBLUE®



## Lifestyle Protection for People on the Move

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“In a fast-moving everchanging world, the advances in Smart Phones, Contactless/NFC Payment Technology changes the way we live our lives and pay for our goods and services. The world is striving for greater efficiency in the speed of transactions whether in retail point of sale or hurrying through payment barriers in stations, on trains or buses.

The issue with the speed at which things develop and are brought to market, sometimes comes with a cost to the public, only coming to light once the systems are deployed; one example being contactless / NFC Payment having an inherent weaknesses and vulnerabilities, associated with accidental payment and double charging as (evidenced by Transport for London)

E-skimming by mobile devices at short distances using nothing more than an NFC enabled mobile phone running a free to download app is possible, and distance being claimed by leading academics as “NO” security feature”. Whether contactless / RFID credit and debit cards or e-Passports operating at the same frequencies are constantly challenged by software developers for both good and bad intent utilising ever smarter, faster devices relaying data on superfast networks.

Add to that the increasing value of personal possessions due to technology advances, then our Bluetooth Loss Prevention Capability linked FREE to IOS / Android Smart Phones, with a rapidly growing connected community, adds a vital element to preventing loss and locating misplaced or lost Wallets, Purses, Laptops, bags, keys and any possessions our Bluetooth Tags are attached to.”

VoyagerBlue offers simple, innovative and affordable solutions to protect against data theft and asset loss, as individuals, Companies and Organisations.”

**- ENDS -**

**For media enquiries, please contact Rob Rostron**

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### **Notes to Editors**

VoyagerBlue has dedicated the past decade to developing technology solutions for high street/online Retail Markets, Membership/Loyalty/Reward Programmes and the Promotional Merchandising Industry, with innovation at the heart of all we do.

**Patented**

# **VOYAGERBLUE**



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Each VoyagerBlue solution, developed over this period has now been granted patents in GB, USA and across the EU. From the outset our aim has been to maximise branding space, optimise brand location with front-of-wallet positioning and a unique approach to client retention.

The links below provide a Media Pack and also an About us in more detail.

## Media Pack

<https://voyager-blue.com/wp-content/uploads/2019/11/VB-Corporate-Journey.pdf>

## About Us

<https://voyager-blue.com/about-voyagerblue>

# VOYAGERBLUE®