



## Hard work and preparation pays off for BFG

Bell-Fruit Group, part of NOVOMATIC UK, used ICE 2017 as a high-profile platform for a host of exciting new gaming developments for both the UK and export markets. The UK's market leader in the single site segment launched an incredible array of new Cat C models that included DOND Big Shot, Candy Cash, Cops and Robbers Hot Pursuit, DOND Easy Money mini Slots and Batman Gotham City. Additionally, the firm offered up a brace of B4 titles, Maximum DEAL OR NO DEAL and Cops and Robbers Hot pursuit.

This year's show was also cited as a landmark event for BFG, the company having supported ICE and ATEI before it for circa 40 years. In recognition of such long and loyal commitment, Sales and Marketing Director John McLoughlin received a commemorative cake on behalf of BFG from show organiser Kate Chambers.

Reflecting on a busy three days at ICE, McLoughlin noted: "There is always an incredible amount of preparation and hard work that goes into this show every year and once again it has paid off handsomely. Thanks to our design team we had a world class product portfolio and that was reflected in both the quality and quantity of enquiries we attracted across all three days of ICE 2017. We'd like to thank the organisers of ICE, too, for acknowledging our status as one of the longest established supporters of the event."



Sales and Marketing Director John McLoughlin with DOND Big Shot

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