



A D U L T S U R E

EST — 1982

## HOW WE HELPED SAINTS & SINNERS.

### WHO ARE THEY?

Saints & Sinners is an established adult retailer based Blackpool. They specialise in lingerie and sex toys. With over two decades of experience, they have built a reputation for offering an extensive range of adult products that cater to all.

Saints & Sinners have always aimed to provide a comfortable, safe and friendly environment for people wanting to explore adult products – which they can only do with sufficient insurance coverage.

### WHY DID THEY COME TO ADULTSURE?

Since 2003, Saints & Sinners has been offering lingerie and sex toys to the people of Blackpool.

However, in 2022, they reached out to us after reviewing their insurance policy. Their existing policy was a standard shop policy, which was insufficient for their unique inventory.

Their standard shop policy left significant gaps in their coverage, particularly for their specialised stock of lingerie and sex toys. This meant that Saints & Sinners were at substantial risk of being inadequately protected in the event of a claim.

Having thoroughly researched relevant insurance policies for their inventory, they came to us because they needed an insurance broker who understood the adult industry and could cater to their specific requirements.

## HOW DID WE HELP THEM?

After discussing Saints & Sinners needs and understanding the challenges and risks associated with their industry, we created a bespoke insurance solution.

To ensure they were fully protected, we partnered with a specialist insurer who has extensive experience in covering businesses within the adult industry.

By contacting this specialist insurer, we were able to secure a comprehensive policy that provided appropriate protection for their inventory and other business assets, ensuring that all potential risks were adequately addressed.

## THE RESULTS SPEAK FOR THEMSELVES...

Saints & Sinners now have valuable peace of mind that their business is covered, allowing them to focus on continuing to provide a comfortable, safe and friendly environment for those wanting to explore adult products.

Their insurance broker understands their specific needs and industry context, which means they have significantly reduced their risk exposure and are covered should the worst happen.

And, by coming to us, Saints & Sinners can continue to enjoy their new protection and have access to highly experienced insurance brokers should they need to ask us anything, renew their policy, or add more insurance coverage.

