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private label intimate wellness



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Hannover Messe  
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# industry in Europe! September 2024

**eroFame record 2023:  
Over 4.000  
Industry Participants**

## **Excerpt of the list of participants 2024**

Adloran, API, Bemapharm, CalExotics, Cloud 9, CNEX, Cobeco Pharma, Crave, Demoniq, Dreamlove, Eropartner, E-Stim, EX-POW, Funline, Gao International, Honey Play Box, INTT Cosmetics, JO, Kheper Games, Kiiroo, Leg Avenue, Lockerroom, LTC Healthcare, Medica Group, Mystim, Nexus, Noir Handmade, NS Novelties, Nu Sensuelle, Odeco, ONE-DC, One Touch, ORION Wholesale, Orgie, Pasante, pjur, Pretty Love, RCC Wholesale, SIGN, S-Linkey, Satisfyer, SCALA, Sexual Desire, Style Vibes, SHUNGA, ST RUBBER, SVAKOM, TENGA, ToyJoy, Tracy's Dog, UPKO, XR Brands

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Over **3.500 sqm**  
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**Dear exhibitors of eroFame,  
dear industry friends,**

we are proud and happy to share  
the following exciting news  
with you: eroFame is pregnant  
- we are expecting a baby!

The future mother and father  
of the child have agreed to  
fulfill the industry's wish  
for a spring fair  
in Southern Europe.

**Date of birth:**

**April 08 2025**  
**at the Malaga Exhibition Center**  
- one of the most beautiful  
cities in the world

The birth will last exciting 3 days,  
so that we can all be there  
until April 10, 2025.

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**st** RUBBER







The name for the newborn has already been decided:

## Malaga eroFame 2025

Global Trade Convention in Southern Europe.

We would be delighted if your company could help shape this young event - several well-known companies have already decided to participate in Malaga.

Please, trust in our know-how and our eroFame reputation.

Thank you very much. See you soon!

Your eroFame team

P.S.: Málaga - Costa del Sol Airport is an international commercial airport in the province of Málaga in the south of the Iberian Peninsula and the central airport for the Costa del Sol in Spain.

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malagaereFame

- Dreamlove
- EX-Pow
- Import Kareva
- Orion
- pjur
- SCALA
- Secret Play
- ST Rubber



letter from the editor  
Dear Ladies and Gentlemen

*Have sex toys already penetrated the centre of society? How mainstream are they? Naturally, there are many different answers to these questions. Some feel that we have already reached the promised land, others argue that true mainstream acceptance is still a ways off. But no matter how close we are to the heart of the mainstream, we have definitely come a long way. Many agree that the journey has been a positive one as the industry has created vast opportunities, opening up thrilling new possibilities as it evolved. However, there are also critical voices. A few months ago, one of our interviewees asked if we'd still be so enamoured with the thought of going mainstream if a company like Sony decided to throw their marketing power behind a vibrator and enter the sexual wellness market. Is this an overly gloomy take on the situation? Or is this a scenario we should be thinking about more?*

*That's it for this month!  
Matthias Johnson*

## O-Products launches American lingerie brand BeWicked in Europe

Exclusive distribution agreement signed for the European market

**Schiedam, The Netherlands - O-Products is pleased to report that months of negotiations with US lingerie brand BeWicked have been successfully completed.**

As a result of the negotiations, O-Products will distribute BeWicked's products in Europe. BeWicked has been a leading brand in lingerie, shapewear, accessories and nightwear



since 2010. It is recognised worldwide for its fashion, femininity and excitement, but also for its quality, attention to detail and affordability.

It is also very successful in the mainstream market, working with brands such as Victoria Secrets. BeWicked's collections, which include underwear, bras, briefs and shapewear,

are suitable for all body shapes and sizes. The BeWicked products will be available from the end of May.



## b-Vibe 360 Plug receives prestigious Red Dot Design Award

New York, USA - The b-Vibe 360 Plug, a sleek design featuring an ergonomic shape for direct stimulation and an external motor



for dual internal and external sensations, has been honored with the prestigious Red Dot Design Award for outstanding product design. The

Red Dot Design Award is one of the most esteemed international design competitions, recognizing excellence in product design

across various industries. Receiving the honor is a testament to b-Vibe's commitment to innovation, quality, and design excellence.





## Mora Neo

SVAKOM's new interactive vibrator comes with luxurious ring

*Los Angeles, USA - SVAKOM's new product Mora Neo is an interactive vibrator with a ring of beads that can thrust inside its shaft for the ultimate vaginal massage.*

Part of SVAKOM's Connexion Series, Mora Neo harnesses FeelTechnology, allowing users to 'feel' adult video content on their body or earn money as a webcam performer. It can also be used with SVAKOM App on a Bluetooth-enabled smart device to customize settings as well as enjoy long-distance toy control and



partner interaction. Users will find plenty to love about Mora Neo's presets too. There are three speeds of ring thrusting, plus vibrations in five modes, five intensities and the bonus SVAKOM Intelligent Mode, which mimics the rhythm of sex. The ring, shaft and clitoral stimulator can be turned on or off independently.

e

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# Christophe Walmé joins the sales team at ORION Wholesale

For the French-speaking market

***Flensburg, Germany - ORION Wholesale has been a reliable partner to the international adult trade for decades and is now one of the largest adult wholesalers in Europe – and with customers in over 50 countries, its success extends far beyond the continent.***



In addition to a comprehensive, quality-tested range of bestsellers, the company is known for its service and customised sales solutions. This service is constantly being optimised, which is why Christophe Walmé has now joined the ORION Wholesale sales team. Christophe Walmé is already known to many in the industry as he has been there for 10 years. He has had the pleasure of working in France and abroad for French companies in our industry, which has given him a very good knowledge of our market and the customers. Since April 2024 he joined the ORION Wholesale sales

team as Key Account Manager. “We are very pleased to have Christophe Walmé in our team and to be able to expand the French market even more intensively,” says Hans-Jürgen Bähr, Chief Product Officer (CPO) & Chief Sales Officer B2B (CSO) at ORION. Christophe Walmé is also looking forward to his new job in the ORION Wholesale sales team: “I would like to thank ORION for allowing me to join this fantastic team and this successful company. I’m very proud to be a part of it. ORION has the finest portfolio of brands and I intend to make the company the market leader in France.” **e**



## ONINDER introduces the new BERLIN vibrating bullet

Carmona, Spain - With the BERLIN vibrating bullet by ONINDER users can experience unique and personalized sensations that will bring them to climax in a completely new and exciting way, the brand says. With ONINDER, consumers can find love with the right

person for them or increase confidence in their relationship through remote control play with toys. From vibrators to Ben Wa balls, vibrating rings, and clitoral stimulators, ONINDER has everything consumers need to explore their sexuality safely and pleasurably. **e**



## New: Obsessive Novenes collection

Modern and minimalistic design

*Czaniec, Poland - Obsessive presents its latest proposal, the Novenes collection. The collection is characterized by its original, modern design and seductive transparency.*

**P**ink accents and stripes add an extra allure to the pieces. The model in the photo is wearing the Novenes Teddy, bold yet refined, designed to add confidence and charm to modern women. Made from exceptional, transparent fabric that accentuates and shapes every silhouette, providing a flattering



effect for women of different shapes and sizes. Its elegant black color serves as a base for subtle contrasting pink stripes, adding a light but strong character. It includes: teddy, corset and thongs, garter belt, 3-piece set with a bra, panties, and thong, chemise&thong set and open thong.

e

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**Lola** games

# Step into the world of Mapalé!

SHOTS

***Beneden-Leeuwen, The Netherlands - SHOTS are thrilled to announce the addition of Mapalé to their esteemed portfolio, bringing the vibrant spirit of Colombian lingerie to Europe.***



Established in 1999 in the heart of Miami, Florida, Mapalé has been at the forefront of fashion, synonymous with edgy, fashion-forward creations that celebrate individuality and confidence. The items of Mapalé are now in stock and ready for shipping. Mapalé's lingerie is where passion meets elegance in breath-taking collections, each time. The collections are tailored to meet diverse needs and desires. From beautiful bodysuits and sweet babydolls to two- and three-pieces and sexy costumes, each item is made

with precision and care, empowering individuals to embrace their unique beauty with confidence. Crafted primarily in Colombia, Mapalé's products showcase the skill and artistry of talented artisans, ensuring perfect quality and fit. Drawing inspiration from the latest trends, Mapalé's designers create distinctive pieces that resonate with the customers, offering a fresh take on style while prioritizing comfort and confidence. Mapalé is committed to championing body positivity and inclusivity, offering sizes ranging from S to 3X/4X.

e

## Secret Play now available at ST RUBBER



Wadgassen, Germany - ST RUBBER is expanding its range with exciting new products from Secret Play. This includes a wide range of novelties, food & fun items, entertaining games and pampering massage gels. From cheeky gadgets to original gift ideas, Secret

Play offers products that are sure to entertain. Secret Play also offers a range of massage gels for relaxing and sensual moments. Perfect for relieving stress and pampering the senses, these massage gels are a welcome addition for anyone looking for that little bit extra.

e



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**SCALA**

# Embracing realism with ToyJoy's Get Real Skin Collection

SCALA

**Wijchen, The Netherlands - New At SCALA: the ToyJoy Get Real Skin Collection – a line of premium silicone dongs and dildos designed to elevate pleasure to new heights by incorporating a movable foreskin feature.**



At first glance, the concept might seem unconventional, but upon closer inspection, it's clear that ToyJoy is pushing boundaries to deliver an experience that's as close to the real thing as possible. Crafted from soft, body-safe silicone, these dongs and dildos boast an incredibly lifelike texture and feel, making them the ideal substitute for those seeking a more authentic intimate encounter. What

sets this collection apart is its attention to detail. The movable foreskin feature allows for a realistic simulation of natural movement, adding an extra layer of sensation and immersion. Whether it's the gentle glide of the foreskin along the shaft or the flexibility of the scrotum with movable, testicle-like balls, every aspect is meticulously crafted to enhance pleasure and intimacy. **e**

## Marly, Jamie, Emma – New from Dreamtoys' 'The Girl Next Door'



Axel, The Netherlands - Marly is the Girl Next Door that turns you on! She is made of long lasting, real-feel TPE and has a stretchable vagina and a full length, open ended love tunnel with lifelike texture inside. The bottom can be opened or closed to create suction. This TPE masturbator is in an ABS easy grip cup with a cap and a removable bottom for hygiene and easy cleaning. Jamie is exciting with her soft and realist internal texture and she has a stretchable anus and a full length, open ended

love tunnel. The bottom of the easy grip ABS cup can be opened or closed to create suction. The cup of the TPE masturbator has a cap and a removable bottom for easy cleaning and hygiene. Pocket pussy Emma with her realistic love tunnel brings a stretchable vagina and an open end to accommodate all penis lengths. She's ready for stimulating masturbation sessions with her body safe and real-feel TPE material and lifelike shape. Available from Tonga. **e**



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**NEXUS<sup>®</sup>**

# Murly

New from International Lovecherry

**Alicante, Spain - International Lovecherry is introducing Murly, from the ACTION brand. Murly is a versatile toy equipped with cutting-edge technology, revolutionizing the market for female pleasure.**



Users can experience an unparalleled satisfaction with guaranteed orgasms in less than a minute, the company says. Murly boasts the pinnacle of innovation with its ground-breaking feature: the 'Soft Massaging Ball' 360° technology. Designed to elevate female pleasure, this feature sets Murly apart in the erotic market. Its capabilities are promising a new and spectacular way to stimulate the G-spot with precision and intensity. But that's just the beginning. Murly's clitoral stimulator offers a level of sensation unlike any other, providing triple stimulation for an exhilarating journey to climax. This

advancement in technology surpasses all previous standards in female erotic stimulation. Murly is offering seven powerful vibration patterns not only throughout its body but also within the clitoral stimulator. Combining these functions with others result in a customizable experience tailored to all individual desires. With three independent motors, endless pleasure by using each function separately or in tandem can be unleashed. Murly is designed for convenience and longevity. Rechargeable via magnetic USB and IPX6 waterproof, it ensures reliability wherever your desires take you.

e

## Beth Heron is the new Accounts Manager at Playharda Wholesale



Chester, England - Playharda Wholesale have appointed Beth Heron as their new Accounts Manager. Beth, who is new to the adult industry, joined the team towards the end of last year and has built up her experience and has become familiar with

the popular brands and products that Playharda Wholesale carries. She will be taking a lead with customer accounts and touching base at regular intervals going forward to help build a smoother working relationship with Playharda Wholesale's customers.

e





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## Chika

SVAKOM's new App-controlled sex toy rumbles into the future

**Los Angeles, USA - SVAKOM has expanded its series of app-controlled toys with Chika, the luxury brand's new sex toy with rumbling vibrations.**



“SVAKOM's Chika vibrator captures the future direction of our sexual wellness products, with several of its features representing the standard for many later releases,” a company representative said. As part of the company's emphasis on innovative technology, Chika can be used with the SVAKOM App on a Bluetooth-enabled smart device, allowing users to customize settings as well as enjoy long-distance toy control and partner interaction. Users can explore powerful, rumbling vibrations in five modes, five intensities

and the bonus SVAKOM Intelligent Mode, which mimics the rhythm of sex. For more versatility, the flexible shaft and clitoral stimulator can be operated independently to encourage G-spot, clitoral or blended orgasms. In addition, a heating function warms the shaft head to 38°C for increased relaxation. Other highlights include a waterproof USB charging port, battery indicator lights to remind users when to recharge, a memory function resuming on the last vibration mode used, and a travel lock to prevent accidental turn-ons. **e**

## The BRUTUS Depth Trainer is now available at DUSED0



Amsterdam, The Netherlands - The BRUTUS Depth Trainer is made of silky soft body-safe liquid silicone, so it slides in nice and smoothly and will easily follow the bends in the anus.

The size indicator on the side of this BRUTUS Depth Trainer gives an ample opportunity to measure the depth of insertion. Available in 3 different lengths: 30, 40 and 50 cm. **e**





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## Lola Games unveils P-Bliss

Enhanced pleasure, enhanced potency

**Prague, Czech Republic - Lola Games is proud to introduce its latest breakthrough in Spice it Up collection: P-Bliss.**



Designed to deliver unparalleled satisfaction, the P-Bliss is a totally bendable waterproof silicone prostate massager equipped with a remote control, promising to revolutionize intimate experiences for users worldwide. The P-Bliss is more than just a massager; it's a game-changer in the realm of pleasure and potency enhancement. Equipped with two powerful vibration motors the P-Bliss ensures an indulgent and customizable experience for users. Users can select from six vibration patterns and five intensities, with a total of 900 modes to explore, all easily control-

led via the intuitive remote control. With just a simple press of a button, users can adjust settings to suit their preferences, creating a truly personalized experience. Whether solo or with a partner, the P-Bliss delivers unparalleled pleasure, enhancing potency and intensifying orgasms. The P-Bliss features an anatomically verified penetrating part with a curved tip, perfectly designed to target the sensitive prostate area with precision and ease. Its bendable nature and ergonomic dimensions ensure a comfortable fit for every user, promising unmatched pleasure with every use. **e**

## ToyJoy welcomes the Super Hero Couples C-Ring



Wijchen, The Netherlands - The ToyJoy Designer Edition collection caters those who seek quality toys with a modern aesthetic. This collection, with its non-intimidating look and feel, coupled with trendy details, has been a favourite among pleasure enthusiasts. From powerful massage wands to adventurous prostate stimulators, the Designer Edition collection truly has

something for everyone.

The latest gem in this exquisite collection is the Super Hero Couples C-Ring. It is a sleek and powerful C-Ring designed to elevate shared pleasure. This superhero is made with not one but two motors, each featuring three vibration speeds and seven different vibrating patterns.

Available at SCALA. **e**



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## Little Leaf Agency welcomes COO to the growing team

Nina Saini

**London, England - Little Leaf Agency, the leading Public Relations and Communications agency specialising in sexual wellness and pleasure is delighted to announce the appointment of Nina Saini as its new Chief Operating Officer.**



With an extensive background in marketing, strategic planning, business and operational management, and communications within the sexual wellness world, Nina brings a proven track record of driving excellence. She will bring her invaluable years of expertise and insight to Little Leaf Agency as it continues to update and expand its client base. With her 20-year tenure as an industry consultant at her company MediaBitch, and as Vice President at Concept to Consumer Collective, Nina

brings a deep understanding of the complexities of the sexual wellness industry and the demands of the agencies' current and potential clients. Nina Saini's appointment comes at a time of strategic growth for Little Leaf Agency as it takes on new clients and strengthens its position as a leading provider of PR and Communications to the world of sexual wellness and pleasure. With Nina's leadership, the agency is poised to exceed client expectations and reach new levels of success. **e**

## Dreamlove presents the Eye of Love Pheromone Collection



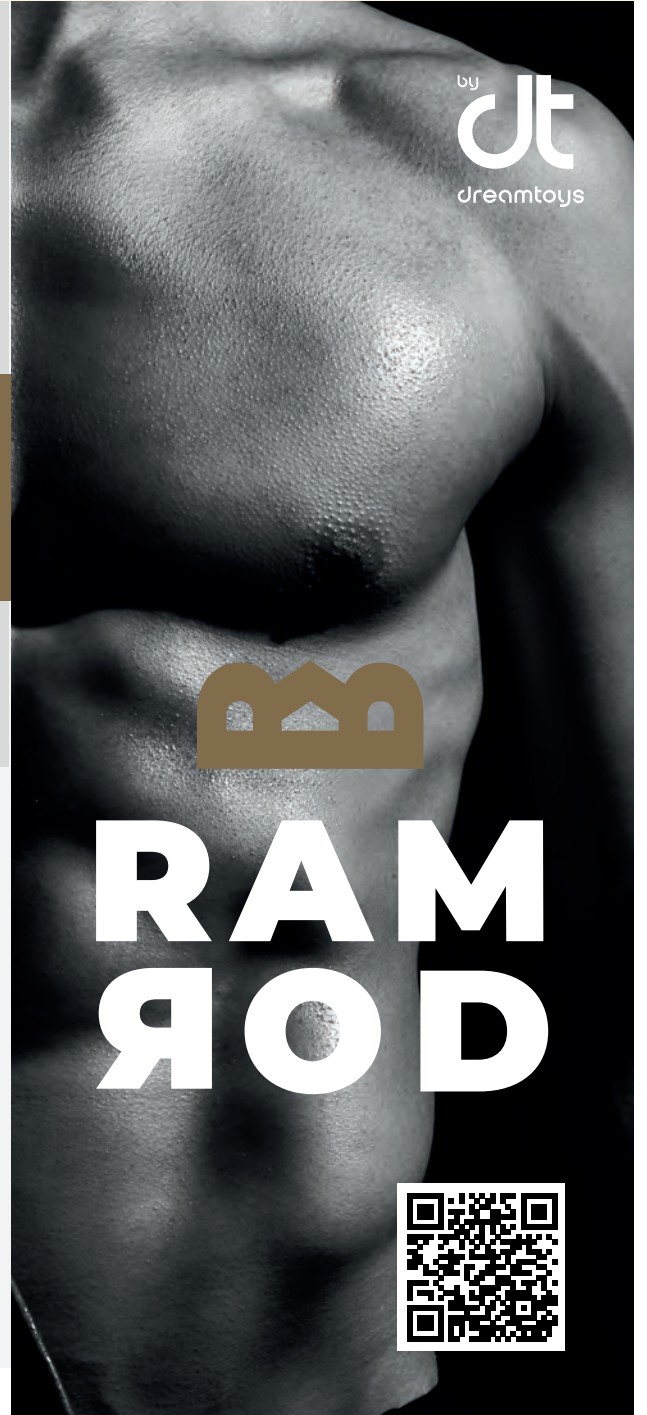
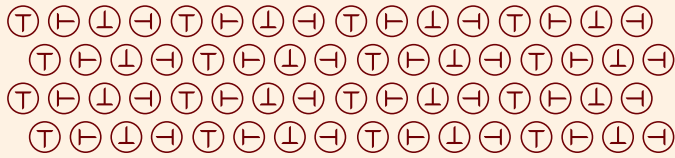
Carmona, Spain - The Eye of Love Pheromone Collection is here to help individuals attract their desired partner in any situation, giving an extra edge in the game of love. Eye of Love pheromone perfumes are the perfect choice for those who want to add something extra to their lives. Their fragrances have been specially formulated to complement and enhance the natural

power of pheromones, which are already present in our bodies. Eye of Love can help to achieve goals, whether looking to attract a new partner, reignite the passion in an existing relationship, or simply boost confidence. Not only do their products contain the highest quality, pure, and bioidentical pheromones, but they are also vegan and cruelty-free. **e**

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## MYHIXEL launches its new solution for erectile dysfunction

The brand surpasses its Kickstarter goal by 600%

**Seville, Spain - In just 24 hours MYHIXEL has surpassed its Kickstarter goal by 600% with 250 backers. The Kickstarter campaign exclusively presents MYHIXEL Ring, its new product designed by specialists to combat erectile dysfunction.**



This campaign offers users the opportunity to pre-order the ring ahead of its official release, anticipated in the upcoming fall. MYHIXEL Ring has a unique shape in the market, as stated by Jesús E. Rodríguez, director of the Murcian Sexological Institute, “MYHIXEL Ring represents a promising innovation in the field of male sexual health, offering a non-invasive solution that combines the science of erectile control with technology. Its design is based on sexological principles aimed at improving the quality of encounters and control

over erection, which can be especially beneficial for those looking to manage erectile dysfunction without resorting to drugs or conventional therapies.” MYHIXEL Ring has been specifically created for all types of penises thanks to the elasticity of its material, and as not all need the same level of pressure, MYHIXEL offers three different models. Each model has a different elastic band, allowing the user to choose the most suitable pressure, offering a customizable experience adapted to individual comfort and satisfaction. e

## Bridal Lingerie from ‘Obsessive’ at ORION Wholesale



Flensburg, Germany - Divine lingerie from ‘Obsessive’ is available at ORION Wholesale just in time for this year’s wedding season. There is a perfect outfit, with lots of attention to detail, for every bride for a wonderful wedding night – customers can choose between a playful babydoll, a flattering teddy, a seductive lingerie set or a ro-

mantic peignoir. Delicate accessories like the classic garter, romantic gloves, sexy briefs, seductive suspender belts and hold-up stockings add the finishing touch to the bridal assortment. ORION Wholesale exclusively distributes the high-quality lingerie from ‘Obsessive’ to selected European countries. e



we VIBE

# Jive 2

## Secret Joyride

Jive 2 is the ultimate wearable egg vibrator, delivering powerful yet discreet vibrations to the G-spot and clitoris. Whether at home or in public, Jive 2 can be controlled with the new remote or the We-Vibe app, anywhere, anytime.

# Introducing SVibe EVO

The Next Evolution in Male Pleasure

**Amsterdam, The Netherlands - SVibe proudly unveils its latest creation: SVibe EVO. Designed with the modern man in mind, SVibe EVO promises an unparalleled experience in intimate pleasure, setting a new standard for male satisfaction.**



This revolutionary device boasts two powerful motors, offering five intensities to cater to every preference. Crafted from soft medical-grade silicone, SVibe EVO ensures comfort and safety during use, while its ergonomic design fits seamlessly into the hand for effortless control. Thanks to its innovative Slide'n'Roll Technology and ergonomic design, the SVibe EVO caters to all body types, delivering consistent stimulation to the penis head with its

powerful Spiral head motor, alongside varied vibration intensities for unparalleled sensations. With its open top design, the SVibe EVO allows for customizable pressure during use, ensuring maximum enjoyment. The shaft motor enhances the experience, elevating solo sessions to new heights. SVibe EVO is also designed for convenience, featuring a waterproof construction for easy cleaning and maintenance.



## New from Dreamtoys: Ramrod endurance and pleasure toys



Axel, The Netherlands - Dreamtoys has expanded the Ramrod line. Vibrating Extenders: Ramrod's Vibrating Extenders provides extra length and extra performance. With a vibrating built in the tip the extenders combine size with exciting vibrations. Clear extension sleeves in 3 sizes: Ramrod's clear penis extensions provide added length and girth plus visual excitement.

The comfortable and flexible sleeves are made of odourless, body-safe TPE.. Anal plugs with penis ring: The 2-in-1 toys consist of a solid penis ring with an attached anal plug. Weighted penis rings: Featuring an extension that can hold one or more weights, these Ramrod penis rings are for those that love an extra heavy cock ring. Available at Tonga.





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## Überlube appoints Little Leaf Agency to spearhead UK launch

The new partnership is intended to strengthen the brand's visibility in the UK market

**London, England - Sexual wellness PR and communications agency, Little Leaf Agency, has been appointed on retainer as the UK agency to represent globally recognised luxury lubricant brand überlube.**



Renowned not only within the realm of sexual wellness but also endorsed by medical professionals and beauty experts alike, überlube is celebrated worldwide for its premium formulation making it a quality choice for sex, sport and style. This new partnership marks a significant milestone for both Little Leaf Agency and überlube as the brands join forces to bring überlube's selection

of premium products to consumers across the UK. Under the guidance of Little Leaf Agency, überlube plans to implement a comprehensive PR campaign to enhance visibility of its products to the UK market. This will include engaging with influencers, securing media coverage in top-tier publications, and organizing events and product demonstrations.

e

## New at SCALA: Sync Sensation Vibrator from Xocoon



Wijchen, The Netherlands - Xocoon's latest offering: the Sync Sensation Vibrator—Continuous Touch, Dual Pleasure. Crafted to elevate moments of intimacy, this double-headed vibrator redefines pleasure. Whether indulging in solo exploration or enhancing partnered play, the Sync Sensation Vibrator promises an exquisite journey of stimulation. Boasting 10 dynamic vibration frequencies, users can effortlessly

customize their experience to suit their desires. From gentle pulsations to intense vibrations, this versatile device caters to every preference. One of the standout features of the Sync Sensation Vibrator is its flexible angle adjustment, allowing users to effortlessly tailor the device to their unique anatomy. This ensures targeted stimulation of both the clitoris and G-spot, unlocking new realms of pleasure and satisfaction.

e

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## Laura Pacchioni joins DREAMLOVE's sales team

Account Manager for Spain & Portugal

***Carmona, Spain - Laura Pacchioni has joined the Dreamlove sales team. She is already known in luxury item sales and hotel management, as she has been working there for 10 years.***



She has had the pleasure of working in Spain and abroad for Spanish companies in other industries, which has given her very good knowledge of our market and customers. Since January 2024, she joined the Dreamlove Wholesale sales team as an Account Manager for Spain and Portugal. “We are very happy to have Laura Pacchioni in our team and to be able to further intensify the market in Spain and Portugal,” says Mario

Romero, CEO of Dreamlove. Laura Pacchioni is also looking forward to her new job in the Dreamlove Wholesale sales team: “I would personally like to thank Dreamlove for allowing me to be part of the best team in the leading distribution company in Southern Europe. I am very proud to be part of this industry. Dreamlove has the best brand portfolio, and I intend to make the company the market leader in Spain and Portugal.” **e**

## The new sex machine ‘Sit-On Climaxer’ from The Banger is now available



Flensburg, Germany - The new sex machine ‘Sit-On Climaxer’ now joins the ORION Wholesale range from The Banger – versatile, variable and comfortable at the same time, because the powerful sex machine is built into a sturdy, stable seat frame. It can be adjusted in position and angle and thus enjoyed hands-free. The two comfortably padded seats ensure maximum comfort. The included realistic dildo made of skin-like TPE feels like a real

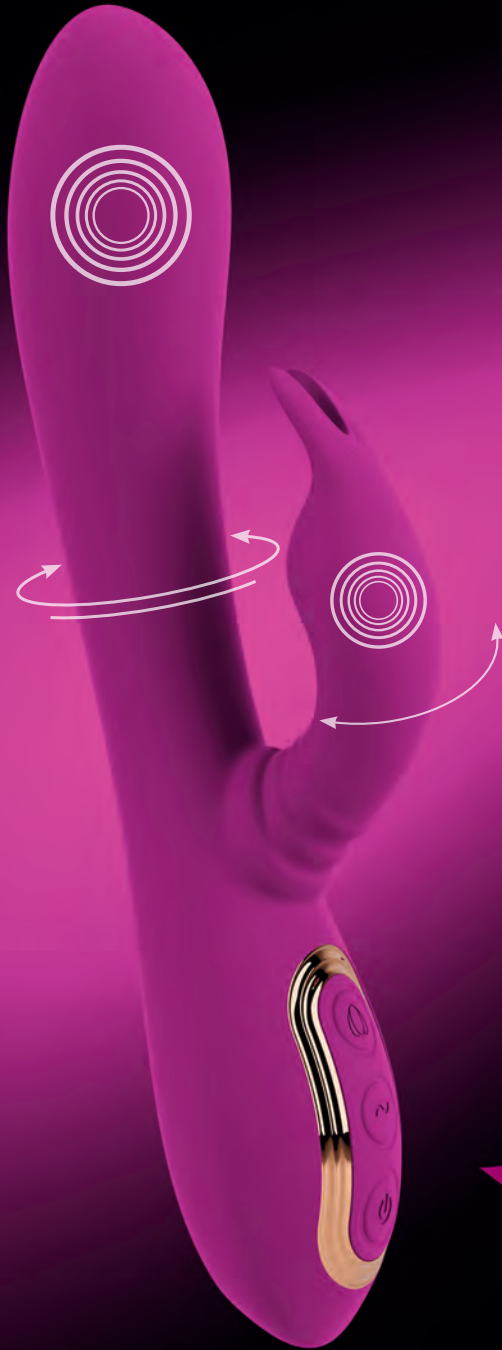
penis – pleasantly firm yet flexible with intense veining and a plump head. It is simply screwed onto the thrust arm and can be adjusted in height and angle. The thrust length and frequency can also be changed with the included Allen key. The wired remote control can be used to conveniently control the thrusting pleasure via the rotary control. For relentless and reliable power, the sex machine is powered by mains plug. **e**

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# Share Satisfaction and Ettie Kits cooperate

Aiming to change the way the Kiwi market access STI testing

**Wellington, New Zealand - Sexual health brand Share Satisfaction have teamed up with the Ettie Kit, a rapid result STI testing kit developed by advocacy group Project Gender and named after Kiwi sexual health pioneer Ettie Rout.**



The kit itself is a trailblazer, developed by co-founders Erin Jackson, Angela Meyer and Tania Dobson and is the first of its kind on the Kiwi market to offer multiple tests in one box without the need to wait on lab results. In collaboration with Share Satisfaction founder Taslim Parsons the Ettie Kit Ultimate will contain a box of 12 condoms and water-based lube, with the product championing health and pleasure.

The cost for the extras, which promote sexual health, won't be passed on to the consumer according to the companies. Despite similar products being available in New Zealand, the Ettie Kit is the first to include multiple tests, without the need to wait on lab results. Its discreet, colourful packaging is another way the collaboration have approached removing stigma away from testing and practicing safe sex for all genders. **e**

## Available from DUSED0:

### The BRUTUS GET BIGGER Smart Automatic Pump



Amsterdam, The Netherlands - The Smart Electronic Pump by BRUTUS is increasing the fun and stimulation of vacuum pumping. The pump allows user to increase / decrease the vacuum pressure at the push of a button! It can be combined with all BRUTUS GET BIGGER cylinders and all other branded cylinders which use the same universal coupling. The Smart Electronic Pump

by BRUTUS lives up to its name: not only can users use one of the six programs, it also allows them to set their own personal data to ensure they can maximize the joy of their vacuum pumping session. The clear LCD-screen shows the results in either bar or psi. The pump is USB rechargeable (700 mAh Lithium battery), charging time 120 minutes, running time 90 minutes. **e**



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**F 1 S™ V 3**

---

pleasure console



Experience the latest innovation in personal pleasure with F1S™ V3 - a next-generation edition of the legendary LELO pleasure console. F1S™ V3 doesn't imitate any known sensation like fellatio or penetration; it stimulates the phallus with sonic waves from all sides without needing extra thrusting motion. Thanks to the **AI interactive mode**, it translates every movement into encrypted feedback and responds with tailor-made vibrations along the penis. The result is a sensational feeling of immersion, surrounded by auto-adjusted liquid silicone ribs that further enhance this unique sensation. **App-connected** and powered by **two motors**, F1S™ V3 comes in **two sizes** - regular and the new extra large size for users with larger anatomies.



### NEW XL SIZE FOR LARGER ANATOMIES

Based on customer feedback, we created an additional XL size. F1S™ V3 XL offers a greater girth and insertable length, allowing for more playroom in the pursuit of orgasms.



### APP CONNECTED WITH 8 POWERFUL PLEASURE SETTINGS

Both versions have 4 settings, and with the LELO app, users can unlock 4 additional settings via Bluetooth, as well as the new powerful AI interactive mode.



### UNIQUE DUAL MOTOR DESIGN

Two synchronized motors stimulate the penile nerve endings and shaft, delivering the sensation with no hand motion needed.



### AUTO-ADJUSTED LIQUID SILICONE

The newly introduced silicone ribs allow for airflow, eliminating the creation of air pockets while providing an added point of stimulation. This real-feel material embodies softness, elasticity, and durability.



### SONONIC™ & CRUISE CONTROL™ TECHNOLOGY

The sensation of sonic waves and patented Cruise Control™ technology that assures no drop in intensity make F1S™ V3 the ultimate act of self-love.

Retailers interested in stocking LELO products are invited to contact [sales@lelo.com](mailto:sales@lelo.com)

[www.lelo.com](http://www.lelo.com)



# Hold the press!

Is the sex toy industry generating enough mainstream media headlines?

# Yes



Colleen Godin,  
EAN U.S. Correspondent

***Capturing the attention of the media has been a hard nut to crack for the companies in this market. There have been moments when sex toys managed to create big headlines and leave a lasting impression, but are there enough of these moments?***

The previous year admittedly didn't host 'the next big thing' in sex toys, or create any gone-viral, social media sensations, or even cause any sex-related controversies. That doesn't mean, however, that the pleasure industry didn't see its fair share of major, mainstream moments. For starters, we must remind ourselves that the sex toy world looks completely different and a lot more exciting to end consumers. Often, the big moments businesses are seeking aren't showing up on TikTok, but rather right in front of new customers' faces. "We in the industry have seen it all, right?" remarks Lalani Purdom, owner of retailer For The Love of It. "Consumers still marvel at items that have been out for years because they don't go to adult stores even monthly in a lot of cases. We are surrounded and inundated daily." Sometimes those mainstream media grabs must be cleverly orchestrated, as Vibratex president Ken Herskovitz arranged for the Magic Wand brand

surrounding the launch of the micro-mini version of their classic massage vibe. "I try to remind myself that the average consumer isn't necessarily swayed by what's new or not - only if they are interested in or attracted to a product at the moment they're shopping," he says. The micro-mini wand wasn't seen, for example, with the likes of any A-list movie stars or musicians. Instead, Herskovitz and his team ensured it was plastered all over social media and put into the hands of influencers and sex toy journalists who are featured in mainstream magazines. Herskovitz caught his brand's audience mid-scroll on Instagram, where they're already looking for their next purchase. In the end, who needs non-stop, viral popularity when consumers are still entranced by mainstream mentions that turn sex toys into necessities, like Netflix's 'How to Build a Sex Room?' Sex toys are already everywhere, and wasn't that what our industry wanted anyhow?

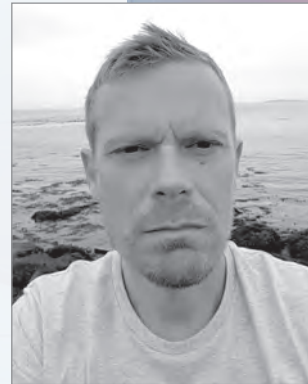




# No

Forgive me for starting off with a phrase that will have most people rolling their eyes, but: Everything was better in the old days! Looking at the past years, I absolutely think that there is truth to this statement, at least in the context of sex toys and the mainstream media. For instance, in 2008, electronics giant Philips was all over the front pages for their daring attempt at launching a vibrator for the masses. Then, there were watershed moments like the Rabbit scene in ‚Sex and the City.‘ I mean, sex toys in a hit TV show? That had everybody talking. And who could forget ‚Fifty Shades of Grey‘ and soft BDSM hype it created? There are a number of these moments that pierced the mainstream, resulting in big headlines and even bigger curiosity, playing a pivotal role in normalizing sex toys and creating the market that we see today. However, these moments have become rare over the course of the past decade. Of course, I know that you can't catch lightning in a bottle at will. And yes, it is becoming much harder to elicit a big response when

people start accepting something as normal. Sex toys are not risqué anymore, and in today's fast-moving media world where you are being bombarded with new headlines every few minutes, one can't expect a new sex toy to make a big impression. Which is not to say that the modern media formats are hurting the industry. On the contrary, channels that go beyond newspapers, TV, and radio, can be used to spread news among your target audience within seconds, and that is definitely a boon for our market. So, to get back to the question: Will the industry be generating big headlines again? Definitely, but at this point, it will take a groundbreaking innovation to get that kind of media attention. Until then, I guess we'll just have to keep waiting for the next big thing.



Matthias Johnson,  
editor in chief







# API EXPO 2024

The industry showcases its diversity and innovative spark in Shanghai

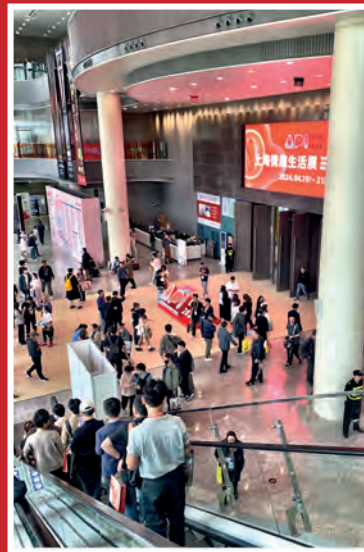


SATISFYER presented itself with its own exhibition stand

*The Shanghai International Adult Products Industry Exhibition 2024 (APIEXPO) took place on April 19 to 21, attracting companies, producers, designers, and other interested parties to the Chinese metropolis.*

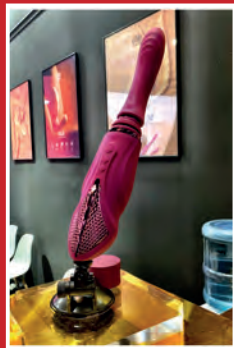


Sealed business relationship: EX-POW & ORION



Huge attendance: around 60,000 B2C and B2B visitors

As the organisers announced, the event attracted a total of about 60,000 visitors, and there was definitely a lot for them to see on the show floor, which spanned 26,700 square metres across three halls on three floors of the Shanghai Convention & Exhibition Center of International Sourcing. Roughly 400 brands



API EXPO showcases new products and innovative designs

seized the opportunity to showcase the latest products, trends, and technologies of the industry. The show ranks as one of the biggest and most influential of its kind in the Asian marketplace, which is quite remarkable as such an open presentation of products related to sex, sexuality, and intimacy, while not considered a taboo, is still being frowned upon by many in China.

Apart from local visitors, there were also lots of international company representatives



Christoph Hoffmann (MYSTIM)



From left to right: Kim Grundstedt (Head of Project Management eroFame), Mark Boderius (Head of Purchase & Productdevelopment ORION), Hans Jürgen Bähr (CPO & CSO ORION), Wieland Hofmeister (CEO eroFame), Werner Tiburtius (CEO ST Rubber) and Sebastian Tiburtius (E-Commerce & Marketing Manager ST Rubber)





ORION meets SVAKOM



Large crowd of visitors in three halls over three floors



Nick Pan (Head of API) meets Kim Grundstedt (eroFame)



Brian Yu (OTOUCH)

moving from one B2B appointment to the next. After all, API EXPO boasted lots of new products that will definitely also be of interest to Western consumers come fall and winter season. Purchasing agents clearly had their work cut out for them as they were not only looking for appealing products, but also for the best logistics solutions, resulting in lots of conversations about shipping routes, customs processing, and lead times. The big trends dominating this year's show included hi-tech toys with AI implementation, app controls, adaptable vibration sensors, and robot technology. Sustainable materials and environmental-friendly production processes also were a big focal point, as many exhibitors presented products made from bio-degradable or recycled materials. The third big topic of APIEXPO 2024 was health and wellness, without any sexual overtones, the focus being on reproductive healthcare products, birth control products, and the like. In addition to various product presentations, the programme of the event also included interactive workshops and podium discussions with industry experts. API EXPO clearly had a lot to offer and lived up to its reputation as a platform for new ideas, products, and technologies.



Leo Wu (CEO, ZALO)



Trudy Pijnacker and Walter Kroes (SCALA)



David Chen & Wenbo Cui (CEO, PRETTY LOVE)



Vincent Renou (Sales Director, Honey Play Box)

# Actions Speak Louder Than Words: What Is Greenwashing And How Businesses Can Avoid It

A column by Kathryn Byberg

Kathryn Byberg, Managing Director and Founder of Little Leaf PR Agency ([www.littleleaf.agency](http://www.littleleaf.agency))



*Today's consumers don't just believe brands should do more to advocate for the environment - they're willing to pay a higher price for brands with sustainable values. However, in an era when corporate carbon footprints are more scrutinized than ever, the unsettling act of greenwashing casts a shadow over true eco-activism. Greenwashing is the act of misleading marketing practices that focus solely on optics and hinder authentic environmental progress. It's a gimmick that allows companies to keep polluting the planet while exploiting consumers into believing they care about the environment.*

Although the most high-profile, fast fashion brands and car manufacturers aren't the only culprits who need to clean up their act, many sexual wellness brands and services boast of eco-activism claims that are tough to back up. As customer awareness rises, so do FTC standards on environmental marketing claims, and it doesn't take long for a business to be exposed for faulty practices. But steering clear of greenwashing isn't just about avoiding negative publicity. With these tips, companies can set themselves apart as ethical entities in a sea of fakers.

## **1. Focus on education and efforts - not marketing facades**

There's nothing wrong with green marketing if you have the claims to back it up. That starts with educating yourself (and your stakeholders) on every part of your operations, which can include emissions information about your supply chain, manufacturing, and partners. It's no secret that supply chains can release a high amount of emissions. If your current supply chain partners have high emissions, consider starting a relationship with another one.



Auditing supply chains is also a smart way to verify environmental claims, both for yourself and your consumer, in case a company is questioned and needs to defend itself. If possible, all your sustainability efforts should have measurable proof to avoid scrutiny.

## **2. Consider changing designs and materials**

Companies selling products can make changes by opting for higher quality materials that are built to last, creating items made from recycled materials, swapping plastic packaging for cardboard, and implementing longer-lasting rechargeable batteries. These changes show customers you care about not piling up waste in landfills.

Brands like Fun Factory and Love Not War prioritize sustainability as a brand value and implement many of the above practices. Fun Factory pioneered the rechargeable sex toy, while Love Not War has a custom-built green-powered factory and interchangeable sex toy heads with a base made from recycled aluminum. All of these efforts, along with their transparency, play a big part in their identity and have earned them a loyal brand following over the years.

## **3. Implement realistic goals and protocols**

While achieving net zero emissions is a noble goal, it's unrealistic to achieve it immediately, even for those with the best intentions. Change happens over time, and no one expects your business to achieve perfection immediately. Instead, it's better to take smaller, more manageable steps towards progress and remain humble in the process. Doing so can help consumers perceive a brand as more relatable and honest. Putting protocols and internal policies in place is a great place to start. At Little Leaf, we only work with ethical and sustainable brands, and we never cut corners on this policy.

## **4. Don't be vague in consumer-facing messaging - be intentional**

Skip the fluff. Consumers want you to be real with them - they don't want ambiguous buzzwords like "green," "organic," and "natural" that don't actually address how your service or product has a positive climate action. Beyond making consumers doubt your efforts, using these words without claims to back them up can lead to a lawsuit.

To combat this, be more intentional and only put out statements with actual impact. Implement percentages and







concrete numbers or link to information that backs up your claims so consumers can educate themselves. While this might take some additional time and effort, it'll preserve your reputation and reap long-term benefits.

### **5. Hire an expert**

Not sure where to start? Hire a trusted sustainability expert. These experts are well-versed in avoiding the pitfalls of greenwashing and can help each brand decide, based on their specific business, what areas need improvement and how to get them there. For instance, they can offer insight into which energy providers and supply chains to partner with. While creating a sustainability plan can seem daunting, consulting a pro means a clear and achievable plan for change.

### **6. Honesty is the best policy**

If you're fudging the truth, consumers can sniff it out from a mile away. Transparen-

cy goes a long way. It can help you gain recognition and elevate your brand image by leveraging your current customer base to earn more fans. Customers who are happy with a company and its values are likely to recommend it to their friends and family, thus acting as the best organic (no pun intended) form of referral marketing.

### **7. Third-Party Certification**

Finally, one of the best things you can do is get certified as a B Corp. B Corps are measured every two years for environmental and social performance by B Lab, a global nonprofit. Although this certification process is more rigorous than others, it is held in high esteem, so meeting its standard is worth it. While you're working towards this third-party certification, you can invest in other certifications such as Carbon-Neutral, Certified Vegan, plastic-negative, and FSC-certified, which promotes efforts to protect forests according to the Forest Council Stewardship.



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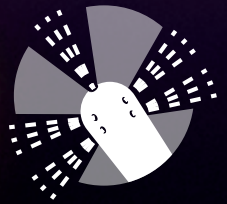


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# Analytical Advantage: Maximising Sales with Behavioral Analytics

A column by Lauren Bailey

Lauren Bailey, Client  
Account Manager at Sciart  
Marketing ([www.sciart.io](http://www.sciart.io))



*Let's talk about the 'C' word – and no, jsu because we work with brands operating in the sexual wellness space, we're not talking about that 'C' word, but rather Christmas! Although it may still be over 200 days away, it's never too early to consider its impact on online shopping trends. Last year, US ecommerce sales soared to a record \$324.82 billion by the end of 2023, making a significant 7,2% increase compared to the previous year.*

With such staggering figures, there's no time like the present to get your plans in order and prepare for the busiest shopping season of the year. Leveraging the power of Behavioral Analytics is key to understand your audience, their behaviors, and empowering you to craft data-driven strategies tailored to your site's unique data. By starting early and meticulously plotting, planning, and strategising for the year ahead, you lay the groundwork for success. While plans may evolve, having a solid starting point allows you to build pathways and efforts lead to your goals. We're excited to share some of our top tips to help you sleigh this Q4!

## Understanding Customer Preferences

It's time to get personal – GDPR/CCPA permitting, of course – and truly understand your site's visitors. Dive into their buying patterns, preferences, and reactions to your promotions. Leveraging behavioral analytic platforms for effective data collection empowers you to make informed decisions to enhance the user experience.



Analyse bounce rates, heatmaps, and session replays to pinpoint customer pain point and drop-offs. These insights enable you to optimise and refine the shopping journey. Additionally, Behavioral Analytics reveal engagement patterns and conversion pathways, guiding improvements in navigation, checkout streamlining, and personalised shopping experiences.

Start tracking now to uncover valuable insights into shopping habits and purchase patterns. Examine browsing behavior, product interactions, and preferred channels/devices to make informed decisions. And remember, while we've covered some key points here, there are many other aspects to consider in understanding customer preferences. Don't just rack – analyse. Don't just observe – interpret.

### **Cracking the Discount Dilemma**

Unlocking sales success begins with understanding consumer behavior. Did you know that exactly 60% of shoppers compare prices, seeking best value? When we perceive a promotion as better value, we're more likely to buy it! So have you ever experimented to find what truly resonates with your audience? Well, now's the

time to gather data and understand the most effective strategy!

Research suggests that consumers perceive value differently based on a product's price. For example, in experiments, consumers are more inclined to a \$20 discount than a 10% reduction – the psychology being that a larger absolute number triggers a stronger urge to purchase. Conversely, for items priced below \$100, a percentage discount tends to entice shoppers more as 25% is a larger number than \$12,5! It's about experimenting and seeing what works best for your audience.

And remember, experimentation isn't limited to discounts alone. You also have the opportunity and time to test loyalty program offerings, BOGOF deals, spin-the-wheel promotions, minimum purchase requirements, and countless other strategies to find what works best for your site.

### **Tailored to You**

Behavioral personalisation is a powerful technique that involves tracking a visitor's web browsing behavior to deliver targeted content. By understanding past interactions, you can provide more tailored





content in the future, increasing the likelihood of engagement across all marketing channels and devices.

One common form of behavioral personalisation focuses on items that a user has previously viewed. If a user has shown interest in specific topics or products, similar content can be recommended to enhance their experience. Another approach involves analysing a user's action on the site. For instance, if a user frequently adds items to their shopping cart but doesn't complete the purchase, personalised recommendations or discount codes can encourage them to finalise their transaction.

Collaborative filtering is yet another method of behavioral personalisation, where recommendations are based on the preferences of similar users. This approach, exemplified by platforms like Netflix,

suggests items or content that align with the user's tastes and interests.

By understanding and utilising this behavioral personalisation, you can boost sales, build trust, and increase customer lifetime value – setting your business up for success now and into the future.

### **Gimme Gimme Gimme**

Ever heard the phrase, 'People want what they can't have'? It's more than just a saying – it's a psychological principle that can be leveraged to boost sales! When something is perceived as scarce or urgent, its value often skyrockets in the eyes of consumers. Have you explored how to evoke this feeling in your marketing strategy?

For instance, limited-time offers and exclusive deals can create a sense of urgency, prompting customers to make

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a purchase before they miss out. Flash sales, where products are available for a short period at a discounted price, can prompt people to take quick action. Alternatively, showcasing low stock levels or highlighting the popularity of an item can convey scarcity, driving demand.

However, it's essential to approach this tactic with caution. Overuse of scarcity

or urgency tactics can lead to consumer scepticism and distrust. Falsely creating scarcity or urgency, such as through artificial stock shortages or misleading countdown timers, can damage your brand's reputation and alienate customers.

By experimenting with different tactics to create a sense of urgency and scarcity, you can stimulate consumer interest and drive sales effectively. After all, everyone wants to be part of something special, whether they need it or not. It's all about how you convey the message to find what works best for your brand.

### Best Foot Forward

The future of online retail is data-driven and success isn't just about what you sell, but how well you understand and connect with your customers.

By embracing continuous analysis, experimentation, and the insights offered by behavioral analytics, you can unlock unprecedented opportunities for growth. Whether 2023 brought you record-breaking Q4 sales or left room for improvement, the actions you take now will shape your trajectory moving forward.

So take advantage of those 200 days until Christmas and understand your customers and their behavior like never before! You're paving the way for a future where success is not just achieved but sustained.



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# SCALA

# What's happening in erotic retail

Play it safe with product testing and certification



*Consumers are becoming more conscious about what they buy and use across all areas of life. Product tests and certifications that guarantee quality and safety are now more important than ever before, and this trend is having an impact on consumer behaviour – including in the erotic industry. The modern consumer prefers to invest more money in a high-quality product that will last them longer. As a result, the topic of certification is making its way up the agenda for retailers and manufacturers.*

## Visible quality and safety

Product testing aims to check the characteristics of products that have already been developed but not yet launched. These tests – usually conducted by independent organisations or consumer groups – investigate the performance, quality, shelf life, safety and other relevant characteristics of new products. Consumer-focused tests are designed to find out about the subjective effects of the product on selected target groups. The tests focus



on subjective parameters such as how the product is perceived by the testers in a visual, auditory, haptic or olfactory sense. The information obtained from these tests is very useful for determining whether a product is market-ready and whether it genuinely meets the customers' needs.


Certification processes are designed to check that products or even manufacturers meet certain standards of safety and quality. These standards are defined by government authorities, global organisations, industry associations or independent certification bodies. Certified products and manufacturers receive a label or a certificate that confirms that they comply with the standard in question.

### **The benefits of certification for retail**

Certification offers a wealth of benefits – not only for manufacturers, but for retailers too. Certified and tested products are recognised as compliant with quality and safety standards, both of which boost trust in the product and the brand

and increase the credibility of the company.

Certification can also be used as a way to set a product apart from its competitors. Companies that offer certified products can position themselves as market leaders and attract customers who place high value on quality and safety – and who are prepared to pay for it.

In some sectors, certification is a prerequisite to even access the market in the first place. This is the case for lubricants, which are now classified as Class IIb medical devices. By certifying their products, manufacturers – and, in turn, retailers – are able to sell in specific markets where certification is mandatory. Companies that are committed to quality and safety – as demonstrated by certification – are usually viewed as responsible and trustworthy partners. This means that certification can also provide a valuable boost to the image and reputation of a brand, which the retailer can then benefit from in their business. 

# Everything you wanted to know about One Size lingerie. (but were afraid to ask...)

A column by Peline Kurtdarcan



Peline Kurtdarcan,  
Sales Manager  
Allure Lingerie

*One Size fits (all?!)* is it a myth or truth...the million-dollar question prevails... Ok of course we all know that one size does not fit all (all of the time) but it does fit most, (most of the time). I am pretty sure that if you have never worn one size lingerie, then you are probably completely biased to it (one size? how can I be 'one size'?!) or you are 'one-size-blind' when you shop...so essentially you completely bypass anything that is OS.


As much as we like to stay attached to a particular size, the reality is that we have a size range; as our bodies are different sizes & proportions depending on the time of month as well as the time of year. (Curious... is there a bloat season?) Sometimes we want to buy lingerie that is more luxurious in fit and fabric, that we will wear for a good amount of time, and thus will be ok for more expensive styles. But sometimes we just want to buy some lingerie just because we are in the mood for something new, or simply want to add some spice to our date night/week night or after-a-fight night. And that is when one size lingerie is absolutely perfect!

Here are some truths about One Size lingerie:

It is usually priced to hit the sweet spot of not expensive but also not cheap (it still has perceived value) thus making it a spontaneous quick purchase item. (\*either for the person who will wear it, or the person buying it as a gift)

The styles are usually very trendy and current, and you just know that you will wear it a handful of times and then either toss it or lose it in the back of a drawer.

Most importantly it will fit a range from a Small through Large, if made from a stretch lace and/or has adjustable sliders. Styles that feature bralettes, and highlights such as a high cut leg and strategically placed cut outs are preferable. They can be absolutely gorgeous in design and no one can tell that they are one size, as long as you select styles that highlight your best assets;) Actually, it is kind of nice to have some lingerie pieces that you can wear anytime of the month and still be DDG.

And lastly... it is the best choice if you are buying lingerie as a gift and have no clue of your significant other's size;) 





# Lubes without a MDR conformity certificate can no longer be sold in the EU

pjur is leading the way in certification



*This May, the transitional phase for the implementation of the new Medical Device Regulation (or MDR for short) will come to an end. The new regulation replaces the now obsolete Medical Device Directive (MDD) and imposes significantly stricter controls on medical devices. The new regulation classifies lubricants as Class IIb medical devices, as they are intended to be introduced into the body. All lubricant manufacturers must be able to prove that their products have been awarded certification, otherwise the lubricants cannot be introduced into the body, labelled as suitable for use with condoms or marketed as a lubricant at all.*

## Retailers have new responsibilities too

The new Medical Device Regulation also assigns more responsibility to retailers and distributors. Any business that sells lubricants is now required to check a number of points, including whether the product bears a CE marking with the number of the testing body, a UDI (Unique Device Identification) code and information provided by the manufacturer. This is a new and unfamiliar situation for retailers and distributors, and many understandably feel unsure and have questions about the products and the scope of their new responsibility. It is important for retailers to be proactive and ask manufacturers to provide the relevant certificates. All lubricant manufacturers are legally required to do so.

## Watch out for confusing information!


For the past few months, some manufacturers have been referring to a 'borderline document' published in 2019 and claiming that lubricants are no longer classified as medical devices and will instead be considered

as 'cosmetic products' from 2028. These claims are incorrect; they are outdated and do not reflect current guidance. The borderline document from 2019 was superseded when the MDR became legally effective on 26 May 2021, so it is no longer valid. Since May 2021, the borderline document has served only as a reference document for medical devices approved under the old directive (MDD); it will apply to these so-called 'legacy products' while they remain on the market. However, it is abundantly clear that the sale and marketing of lubricants is regulated by the MDR. To ensure that products comply with the MDR and are therefore suitable for sale, lubricant retailers should obtain an MDR certificate from manufacturers to prove compliance with MDR 2017/745, as well as an EN ISO 13485 certificate. All medical device manufacturers

are legally required to provide this information.

### **pjur provides advice and important information**

As an MDR-certified manufacturer of premium lubricants, pjur takes its responsibilities seriously and provides comprehensive advice and information to its partners. pjur delivers regular, comprehensive MDR training to its staff to equip them to answer questions from specialist retailers and customers and provide the highest-quality advice. pjur also publishes brochures and other information materials to raise awareness of this important topic among end customers.

pjur has published its MDR 2017/745 conformity certificate and EN ISO 13485 certificate on its website for all retailers and distributors to view and download as required. 



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"The success of eroFame is determined by the market."

eroFame plan a new show that will take place in the spring of 2025 in Malaga, Spain



Wieland Hofmeister, head of Mediatainment Productions GmbH and organizer of eroFame

**eroFame**  
Global Trade Convention

*In October of 2023, eroFame cemented its position as one of the most relevant events for the international sex toy market. However, the trade show landscape in Europe has shifted in the past few years, so how will that affect the event? How will eroFame respond to the new competition that has arisen? Questions, questions. Wieland Hofmeister, head of Mediatainment Productions GmbH and organizer of eroFame, provides the answers in our EAN interview.*

*Before we talk about the latest news surrounding eroFame, let's look back at the previous event, which saw more visitors compared to 2022, a wide and varied roster of exhibitors, an impressive programme of fringe events, participants from around the world ... Sounds like a big success.*

**Wieland Hofmeister:** Yes, absolutely. More than 4,000 industry members attended what turned out to be the biggest eroFame yet, and we welcomed visitors from 55 countries.

To be honest, this result exceeded even our own expectations. But then again, the exhibitors were made up of exciting, industry-defining companies, from the biggest names in the business to innovative newcomers, and we arguably had the best programme of fringe events ever, which appealed to lots of people. On that note, I would like to extend a special thank you to Satisfyer. They hosted a great party on eroFame Wednesday to which all participants of eroFame were invited, even their competitors. It was a blast. The night after, we had our traditional Oktoberfest party, which has been a big part of the show for

years. eroFame simply wouldn't be the same without it, as more than 1,000 guests can certainly confirm.

***Looking at your redesigned website, [www.erofame.eu](http://www.erofame.eu), it seems that interest in this year's event is just as strong. You announced that more than 3,500 square metres worth of show floor space have already been booked. So, will the success story of eroFame continue in 2024?***

**Wieland Hofmeister:** There is a saying in Germany that he who pays the piper calls the tune. Of course, we hope every year that many trade members come to the show, but it is the exhibitors who really draw them in. And it is the visitors who make the show worthwhile for the exhibitors. It's a win-win situation. As organisers, our goal and our mission is to provide the best-possible platform so both sides feel the trip to eroFame was worth it. Of course, we hope that the success story of eroFame will continue for many, many years. Having a crystal ball would be really helpful for answering your question, or better yet, a fairy that grants three wishes.

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**"MAYBE WE WILL START MOVING EROFAME AROUND, HAVING IT TAKE PLACE IN A NEW CITY EACH YEAR. OR IT COULD ROTATE BETWEEN VIENNA, AMSTERDAM, MUNICH, AND HANOVER. "**

WIELAND HOFMEISTER

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I already know what I'd ask for:

- 1) a 100 more years of phenomenal success for this industry.
- 2) business success for everybody
- 3) at least 100 more eroFames!

As we don't have a crystal ball or a fairy, all I can say is that the success of eroFame is determined by the market. If cash tills are ringing, people are more inclined to include trade shows such as eroFame in their annual budget plans.

The only thing I can say with absolute certainty is that we will continue to pour all of our energy and passion into eroFame.

***eroFame will take place in late September this year, so we're still a few months away, but can you already give us a little taste of what the visitors can look forward to?***

**Wieland Hofmeister:** We are still in the planning phase, but generally speaking, there won't be too many alterations to the overall concept. 'Never change a winning team,' as the saying goes. But like every year, there will be little twists and new ideas on top of everything else. Unfortunately, that's all I can say at this point. I am sure the exhibitors will also have a few surprises



up their sleeves, from special offers to new product launches and thrilling presentations.

**We mentioned the changes in the trade show landscape. Now that there is a second big event taking place in the south of Europe, how will this affect eroFame and its success story?**

**Wieland Hofmeister:** A few years ago, we asked the exhibitors of eroFame if the show should take place twice a year, and the responses were mostly negative. Now, we see that there is interest in such a show in the Mediterranean region. We have been keeping a close eye on that development.

**Another suggestion that was discussed in the past was whether or not eroFame should take place in a different location. Have the organisers revisited the idea of moving the show to a new place?**

**Wieland Hofmeister:** After each show, we analyse the results and the feedback, and we look at the suggestions that exhibitors and visitors have regarding the next show.



It is their participation that makes eroFame a success, so it is only right that their assessment of the situation takes centre stage.

Discussions about the location of eroFame are as old as the show itself, and we continuously look at the pros and cons of Hanover. However, I feel that you would be hard-pressed to find a better location than the world's biggest

fairgrounds. Not only is Hanover a trade show city, it also offers a great price-value ratio. For instance, getting a hotel room of comparable quality in any of the alternative locations we have heard about would be much more expensive. Also, the booth prices would have to go up, and we really want to prevent that from happening. Right now, eroFame offers a great package, including free catering and free parties. Personally, I feel that the show is very much top tier when it comes to the price-quality ratio, and I think it is in the interest of all parties involved that we maintain this status. However, nothing is impossible, and I won't categorically rule out the possibility that things might change at some point. Maybe we will start moving eroFame around, having it take place in a new city each year. Or it could rotate between Vienna, Amsterdam, Munich, and Hanover. There are many possibilities, and nothing is set in stone. However, if we

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**"STARTING IN 2025, WE WILL HAVE TWO EROFAME SHOWS A YEAR, ONE IN SPRING, THE OTHER IN AUTUMN."**

WIELAND HOFMEISTER

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took such a step, the decision would be made in close consultation with the advisory board and the exhibitors of eroFame.

**Going back to the changes in the European trade show landscape - eroFame is currently floating the idea of a second show that would take place in Málaga, Spain, in the spring of 2025. What do those plans look like?**



*„European publishing duo“  
Wieland Hofmeister (EAN & eLine)  
and Jason Dante (ETO CEO)*

because there is no one who could create more interest and curiosity among the trade members in those markets. And of course, I must also thank the exhibitors. eroFame has consistently had the support of the biggest companies in the industry, and their presence alone has compelled thousands of visitors to attend the show. I am sure this trend will continue at the event in Málaga.

**Competition is good for business, as the saying goes. However, some might accuse eroFame of trying to crowd out the competition by having a second show in the south of Europe. What is your response to that?**

**Wieland Hofmeister:** Europe is vast, and I think that having two shows a year makes sense if the goal is to reach as many trade members as possible. This way, fewer people have to travel long distances to attend eroFame. As mentioned before, we have been keeping a close eye on the trade show landscape in Europe, and we have seen that there is interest in, and need for a big show, so we will adjust the eroFame concept accordingly. Starting in 2025, we will have two eroFame shows a year, one

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**“WE SEE THAT THERE IS INTEREST IN SUCH A SHOW IN THE MEDITERRANEAN REGION. WE HAVE BEEN KEEPING A CLOSE EYE ON THAT DEVELOPMENT.”**

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WIELAND HOFMEISTER

**Wieland Hofmeister:** Correction, we are not just floating the idea of a Málaga eroFame. At this point, we are determined to host that show on April 08 to 10, 2025. Málaga is one of the most beautiful cities in the world, plus it has an international airport, is situated right by the Mediterranean, and it has very appealing venues for a trade show. Many of the big exhibitors of eroFame have already told us that they want to be a part of that show, which is making us confident that our plans will culminate in a great event. What’s more, many of the leading wholesalers and distributors in the Mediterranean region have expressed interest in the show and will actively support us. So, I would like to thank all of them



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in spring, the other in autumn. The goal is obviously to ensure the quality that eroFame has become known for, both in the northern and in the southern part of Europe. In order to reach that goal, we ask all the long-time supporters and exhibitors of ero-

Fame to join us on this endeavour. Our team have made a name for themselves by organizing successful trade shows, and we want to work with the members of the industry - the retailers, the wholesalers, the producers, and the trade press - to create yet another successful event in Málaga.

Joining forces with another trade show in the Mediterranean region would have been an interesting idea, and we had expressed interest in such a project, but ultimately, it wasn't meant to be.

*Some members of the industry feel that there are too many trade shows. They argue that, with so many shows - including special events hosted by distributors and wholesalers -, there is hardly any time left to try and make money. Being a trade show organizer, you probably feel differently, but isn't there a risk of shows and events cannibalizing*



International organisers of eroFame and API EXPO meet to share culinary delights


*each other? And what about the possibility of trade show fatigue setting in?*

**Wieland Hofmeister:** I don't believe people will ever be done with trade shows. The importance of meeting and doing business in person cannot be emphasized enough,

and having the opportunity to meet lots of business partners in one place, at one event, adds to the appeal. That said, there is a discussion to be had about the number of trade events taking place in the industry. Less might prove to be more in this regard.

Ultimately, the market will decide which events thrive, and naturally, we hope that people will continue to regard eroFame as a great option going forward.

We want to have exciting, wonderful, and successful eroFames with all of our partners for years and years to come, and I am confident that we don't need a fairy to make that wish come true. I believe our exhibitors and visitors go to eroFame because they believe in the show and because they know that, when we say 'Welcome

to eroFame, we wish you a great time and great success!' that comes from the heart. On that note, we are looking forward to seeing everybody in Hanover in September, and hopefully also in Málaga next spring. 

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**"I DON'T BELIEVE PEOPLE WILL EVER BE DONE WITH TRADE SHOWS."**

WIELAND HOFMEISTER

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**“When we started in 2003, we decided that we would innovate, manufacture, and sell directly to the trade.”**

Rocks Off celebrate 21 years in the industry

Proudly looking back on 21 years of success in the industry – the Rocks Off founders and Directors: Sandra Elliott, Gary Elliott, and Ian Marshall



*Over the course of the past 21 years, Rocks Off have left an indelible mark on the industry, and their success is made all the more remarkable by the fact that the market has changed drastically more than once during that time. EAN invited Rocks Off Director Gary Elliott to take a stroll down memory lane and explore the company’s success story, tracing it all the way back to a single product launched in 2003 that went on to redefine what a sex toy could be.*

**15 years, 20 years, 25 years... These are the anniversaries that usually get a big celebration. However, Rocks Off is celebrating its 21st anniversary. Why is that?**

**Gary Elliott:** I think for us it was important to align this with an event that is classed as a ‘big birthday’ in the UK which is a coming-of-age celebration. With this in mind, we wanted to do something a little different to mark our 21 years in business, not just as a significant milestone for us, but also as a thank you to the loyal supporters of Rocks Off, hence the 21% additional discount.

**Let’s go back to 2003. What made you decide to enter the sex toy market back then - a market that was completely new territory for you?**

**Gary:** Well, that’s quite a story, but the idea of a wearable, rideable, female toy was the brainchild of my fellow Director Ian Marshall, and the dream to produce it was discussed over a curry at a local restaurant. The rest is history, so to speak.

I had known Ian for many years from the print industry, and I’m always open

to new opportunities, so I thought: Why not, let's see where this goes. When the product was initially designed, it wasn't going to vibrate, that's when one of the Directors, Sandra Elliott, said, 'By the way, guys, if this product is aimed at females, it really should vibrate!' and that's where our original RO-80mm bullets came into play - as part of the Rock-Chick but also as a standalone product.


We really didn't know if we would be successful at that point. I guess we just believed we would be. There were some hard lessons learned as we went but we stuck at it and here we are, 21 years later, with multiple industry awards for our products and ranges, in what is now a very competitive space.

**What was your philosophy when you started 21 years ago? What did you want to bring to the market, or what did you feel was missing?**

**Gary:** We wanted to be bold, brave, and different enough for people to take notice, as we really had just one product initially. We knew that there wasn't anything like Rock-Chick in both how it looked and how it delivered and functioned on the market, but we wanted to go further than design and aesthetics. We decided to use platinum cured silicone, which is medical grade, to

ensure our product could really claim and own the statement of body safe - something that was groundbreaking in the early days, believe me. We still strongly believe in safety along with providing longevity and affordable pricing. Whilst the industry has tidied up its 'draws and cupboards' somewhat of late, there are still products out there that clearly don't meet standards which are really very harmful.

**As we all know, you started with just one product in 2003. How did Rock-Chick lay the foundation for Rocks Off's success story?**

**Gary:** The enormous success of Rock-Chick really led the way to our range of boy's toys - surprisingly, it had turned out that the fan base consisted of both females and males. Through market investigation, we found that males were using Rock-Chick as prostate and perineum massagers. Clearly, we went back to the drawing board, as Rock-Chick was designed to fit the female anatomy, so our boys range needed to be anatomically correct and also meet expectations. We launched the prostate range with Rude Boy, which was closely followed by Naughty Boy, Bad Boy, Cheeky Boy, Big Boy, Butt Boy, and Wild Boy, all clearly offering different pleasure experiences and sensations. With 



Left to right: Rocks Off Directors Ian Marshall, Sandra Elliott, and Gary Elliott accepting an award at the ETO Show

P spot and perineum play products quickly becoming part of our brand drivers, we launched our beginners' options, as there was a gap in the market for people who wanted to "try" prostate massage but found the range a little intimidating. So, from there came O Boy and the true slimline prostate bullet Quest. The next tranche delivered RO-Zen, which was the first butt plug with C and B rings, followed by the RO-Zen Pro, which provides P Spot massages, again with C and B rings. Fast forward and we now have the rechargeable, remote controlled TheVibe which is the first wearable shareable male toy that stimulates both the wearer and the sharer whilst in play.

**What was your impression of the market back then? Was it easy for you to enter the market as a newcomer?**

**Gary:** Basically, we learned the hard way; we had invested heavily but really didn't know in the early days how to get the product to market to gain the maximum exposure and market traction. We decided to attend as many of the trade shows as we possibly could and made sure that we presented the products to as many of the distributors as we could, and overall, we were really well received. In the early days it was predominantly Sandra and Ian who represented the brand, and we still have some great relationships with our long-term distributors who have been with us since day one. On the downside, we did have one really awful challenge in the early days, with a threat to copy the product, however we had robustly protected our IP which thankfully saved us.

**We already mentioned your first product, but what other milestones (products, distribution, media attention, etc.) have there been in the history of Rocks Off?**

**Gary:** We were featured in films and documentaries, were one of the first brands to be listed with a supermarket, were first to work with a major online fashion brand, brought a bespoke range to market for the online giant Amazon, the Chippendales, NIYA, were chosen by a leading UK health and beauty retailer to represent their online wellness product offering, and we were one of the first brands to go plastic-free and reduce our packaging waste foot print by 40%. To be fair, these are just a few of firsts for us, which is no mean



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**When you look at your product portfolio over the past 21 years - from Rock-Chick, Rude-Boy and the RO-80mm Bullet to Quest, your inclusive and accessible range positioned to assist disabled people in enjoying their intimate pleasure time - what is ‘the essence of Rocks Off’?**

**Gary:** That is a good question. I think what we were known for 21 years ago isn't where we are now, but that would be true of many brands. We were quite loud and proud in the early days as we wanted people to notice the brand on the slat walls as we were growing. We used bright colours and strong memorable names. We then rang the

changes really with our boutique RO-80 bullets and packaging updates in 2012, which were the first to market for printed bullets, and the brand became more in line with how we present ourselves now, which we believe is more about products that look and deliver well above their price point. We have had some great identity changes along the way, from our bespoke tattoo insignia to our now current more mainstream and luxury appeal. So going back to your question of what's typical Rocks Off, I think it's the ability to change and grow - not just with the adult industry but also with consumer markets in general.

**How have you managed to preserve the identity of your brand over the years?**

**Gary:** I think by being true to what we started out to create, really, which is quality products that are visually appealing and at affordable prices. We are not part of the big groups, and we remain independent. We still design all of our products in-house, we do not buy product in and rebrand it, and we really care about what we do. The industry is really competitive now, with more and more companies stepping into the market - it's been predicted that by 2030, the global sex toy market will be valued at over 75 billion USD, so with that comes the interest to be part of the growth and also market share.

**What footprint has Rocks Off left on the market over the past 21 years?**



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**Gary:** I think that's got to be our iconic products, the products that distributors buy consistently, year on year, such as our RO bullet ranges, the Boy's ranges, the beginners anal ranges, the classically designed products such as Chaiamo, Ori-el, TheVibe, and N5 which we believe are untouchable in performance and pricing, and without a doubt our creativity and overall presentation through to our shelf-ready packaging. I also think our ability to produce products that have multi-use appeal such as cocktails, TheVibe, and again N5 are a terrific way to showcase our innovation and development skills. Interestingly, we have white labelled two of these for market leaders, so that tells me we know how to get it right!

**If you compare the market in 2003 to today, where do you see the biggest differences? Was everything easier in the past?**

**Gary:** The biggest difference today is everyone is stepping into manufacturing now. Having said that, there are of course various levels of participation as we mentioned earlier in the interview. When we started in 2003, we decided that we would innovate, manufacture, and sell directly to the trade. I think that's where the biggest change has been as the true manufacturers are being squeezed. The industry was always competitive but even more so now. In the early days, to some degree it was easier, buyers seemed to stay in the same place for much longer periods of time, enabling relationships to be formed. The manufacturing process is easier now due to all the knowledge we have gained over the years.

**Markets, trends, and customer requirements are changing... fast. How does Rocks Off deal with this constant change?**

**Gary:** We believe that innovation is the driving force behind staying relevant in a fast-changing market, together with a flexible business model that gives us the agility to react to needs and choices. In a busy landscape where consumer choices are vast, a strong brand voice and presentation keeps your business and



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products relevant to the destination. Our brand voice is really important to us. It's more than a logo change or tagline, it's the perception people have about our products and our business. A strong brand is consistent, aligns with customer values, and delivers on its promises. And at the risk of repetition, we have always delivered great products and high quality at affordable prices.

**Sustainability, inclusivity, accessibility (especially for the mainstream) ... What will define Rocks Off's product development in the future?**

**Gary:** I think all three will heavily focus for us. One thing is for certain: In the fast-changing pleasure and sexual wellness space, the only constant you can be sure of is that it will change. What's important is how you react to this in a timely manner. Market trends shift, new competitors emerge, and consumer behaviour evolves and changes. So, how does a business not just survive, but thrive amidst these constant shifts? I believe the

answer lies in the ability to stay relevant and challenge yourself.

**Of course, we close with the inevitable question of what will happen to Rocks Off in the next 21 years?**

**Gary:** Well, none of the Directors are spring chickens, and no one can safely predict the future - a lesson learned during the last 4 years, from when Covid 19 rocked the world in 2020 to where we are now in a global financial situation. That has certainly tested everyone's mettle. So, my hopes and thoughts are that the basis of the brand, the innovation, the values, remain intact and that Rocks Off products will still offer multiple pleasure options that all started with Rock-Chick, a very different product from 3 people who just dared to be different. In closing, I want to say a big thank you to our internal staff and teams, both past and present, and to our loyal customers who have worked with us along the way to make Rocks Off what it is. We couldn't have done it without you, you were all part of the success. 



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**“We believe there is a high demand in the male pleasure niche but a lack of innovative products.”**

Irina Teniaeva presents SVibe EVO



Irina Teniaeva, Snail Vibe marketing department

*Sex toys for men are as popular as they have ever been, and as a result, we see more and more additions to this product category. Creating something that is truly new and fresh in such a crowded segment is difficult, as Irina Teniaeva from the Snail Vibe marketing department admits, but it is not impossible. Which leads us to SVibe EVO, a brand-new product that represents the brand’s first foray in the male-oriented sex toy category. Irina tells us more about the unique qualities of SVibe EVO in our EAN interview.*

**When did you come up with the idea for SVibe EVO and, above all, what made you decide to enter the very lively, but also very competitive market for sex toys for men?**

**Irina Teniaeva:** Since the very beginning of our company history, we have been thinking about how to use the ‘unrolling’ concept for different categories of products. So, for us, it’s a logical step for diversification and growth. We believe there is a great demand in the male pleasure market but a lack of innovative products. So, we saw an opportunity to innovate and introduce new technologies and design to enhance male users’ experience.

**How difficult is it to create something new in such a competitive market environment?**

**Irina:** Challenging but not impossible. It requires comprehensive market research, careful consideration of consumer perception and sensitivity, identification of unmet customer needs, thorough product development, including the implementation

of innovative technologies, unique features, and design. And we believe we've s-nailed it so far!

### **How long did it take to go from your initial idea to the finished product?**

**Irina:** The 'birth' of our products is a thorough process, reminiscent of the phases of childbirth. Initially, we nurture the idea of a new product, placing special attention on its alignment with the human body. Then, we embark on the quest to find the ideal manufacturing partner to ensure synchronization with our vision and high-end production quality. As the initial prototypes emerge, they undergo meticulous scrutiny before being handed out to our focus groups for rigorous testing. After diligent refinements based on the focus-groups' feedback, we eventually birth the perfected product - ready for mass production - as a testament to our journey of creation and innovation.

**In your press release regarding the launch of SVibe EVO, it says that the product sets a new standard in terms of male masturbation. Could you elaborate on that?**

**Irina:** My pleasure! SVibe EVO indeed is a game-changer in pleasure. It provides synchronized pleasure like never before. It's designed to stimulate both the penis head and shaft simultaneously. Activate the motors in the penis head stimulation section and beneath the shaft, customize your pleasure by selecting the perfect vibration intensity, apply a generous amount of lubricant, and immerse yourself in solo bliss. Explore a realm of soft yet stimulating sensations as the inner patterns gently massage the shaft, adding an extra layer of pleasure to your experience. Due to its unique shape, SVibe EVO caters to any men's body.

### **What are the unique selling points of the product in terms of technology, material, design, etc.?**

**Irina:** Thanks to the innovative Slide'n'Roll technology and two powerful motors, one in the spiral head and one in the shaft - which offer multiple intensities - EVO caters to every preference. Crafted from luxuriously soft medical-grade silicone, it ensures both comfort and safety during use. Its ergonomic design effortlessly fits into a hand and accommodates all body types. The open top design allows for







customizable pressure, ensuring maximum enjoyment with every use. Waterproof construction makes cleaning and maintenance a breeze, while the included wireless charger ensures uninterrupted playtime whenever you desire. The SVibe EVO comes with a sleek protective case, ensuring discreet and secure storage when not in use, allowing users to take their pleasure on the go worry-free.

**What demands do male customers place on masturbators and similar products? Are the days of simple ‘pocket pussies’ finally over?**

**Irina:** Traditional ‘pocket pussies’ serve a basic function and, we believe, still have their audience. But we see that modern consumers seek more sophisticated features and experiences.

They prioritize products made from high-quality, body-safe materials, expect products to be durable, hygienic, and free from harmful chemicals. There’s a high demand for masturbators that provide realistic sensations, mimicking the feel of intercourse as closely as possible. This includes features like textured inner surfaces and adjustable tightness. Consumers seek for products that can accommodate different sizes, shapes, and preferences. Many value discretion in their products, be it in the design, packaging, or storage options. Discreet products allow users to enjoy their pleasure without drawing unwanted attention. And last but not least, these products should be easy to clean and maintain, with features such as removable inserts, waterproof designs, and compatibility with toy cleaners.

**When will SVibe EVO be available on the market? Through which distributors and wholesalers can it be purchased?**

**Irina:** We expect it to be available on the market in late May or early June. In Europe, you can buy it from ORION, Eropartner, SHOTS, and Dreamlove. In

# obsessive



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*SVibe EVO was developed to stimulate the glans and the shaft of the penis at the same time*



the UK, Snail EVO will be available at Creative Conceptions.

**Do you provide promotional materials so that retailers can present the product more effectively?**

**Irina:** Absolutely! We've got both offline and online retailers covered. For brick-

and-mortar stores, we offer eye-catching POS displays and testers so customers can interact with the SVibe products firsthand. Online, we provide tailored banners and captivating lifestyle images sourced from our quarterly photoshoots, ensuring fresh content for each new release. Additionally, we produce engaging videos which are ideal for websites and social media platforms, enhancing product visibility and driving engagement. Plus, we roll out individual marketing programmes to empower retailers in reaching their target audience effectively.

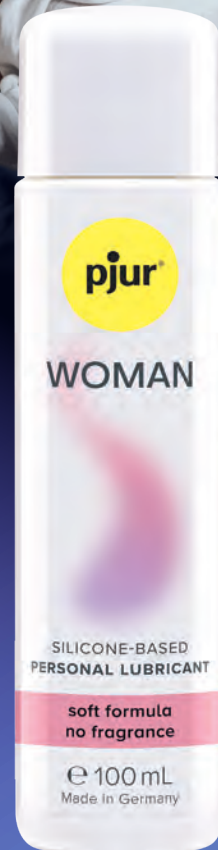
**Are there plans to launch more sex toys for men? How will this market develop in the future?**

**Irina:** Yes, we're excited to announce that we have a new product set to launch in Q3. While we're not ready to share specific details just yet, we're continuously innovating to bring even more exciting options to the market for men's sexual wellness.

As for the future of this market, we anticipate continued growth and diversification, driven by evolving consumer preferences, technological advancements, and a growing openness toward sexual wellness products. This presents exciting opportunities for both manufacturers and consumers alike, as the market continues to expand and cater to a wider range of needs and desires. **e**



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"Gender equality and inclusivity are incredibly important to everyone at TENGA."

Koichi Matsumoto, President of TENGA, talks TENGA UNI



Koichi Matsumoto,  
President of TENGA

*In this interview, Koichi Matsumoto, President of TENGA, talks about the latest milestone in the history of his company – the launch of their first gender-neutral product, underscoring the importance of gender equality and inclusion in the sex toy market.*

You stated that the TENGA UNI took over two years to develop. This seems quite long for a product that, at first glance, has a rather straightforward design and isn't equipped with the latest technology. So why did development take so long?

**Koichi Matsumoto:** While the TENGA UNI may not boast the complexity or technological advancements of some of our more high-end products like the FLIP 0 GRAVITY EV, the research and development process was defined by a steadfast dedication to a user-centric design, meticulous material selection, extensive design iterations, compliance with safety standards, and seamless production scale-up. These elements collectively contributed to the lengthy timeline from development to release. All of

these processes were however instrumental in ensuring that the TENGA UNI met the highest standards of quality, performance, and user satisfaction.

**The TENGA UNI is your first unisex product. Is this TENGA's response to the increasing importance of gender equality and inclusivity in the sex toy market?**

**Koichi Matsumoto:** Absolutely. The TENGA UNI represents a significant step forward for TENGA as it ventures into the realm of unisex pleasure products. Gender equality and inclusivity is incredibly important to everyone at TENGA, and the TENGA UNI serves as a bold statement of our commitment to providing pleasure solutions that cater to all individuals, regardless of gender or orientation.

With the launch of the TENGA UNI, the aim is to break down traditional barriers and stereotypes associated with pleasure products. With its versatile design and inclusive approach, the TENGA UNI embraces the diversity of human sexuality, ensuring that everyone can enjoy the ultimate pleasure experience without limitations or exclusions.

**The TENGA UNI is breaking the barriers of sexuality' - that's a quote from your press release. How exactly does your new product break these barriers?**

**Koichi Matsumoto:** TENGA UNI breaks the barriers of sexuality by offering a revolutionary approach to pleasure that transcends traditional boundaries. We've created a product with a unisex design, specifically engineered to be inclusive and accommodating to all genders and orientations. Its versatile design ensures that individuals and couples of any identity can enjoy the product comfortably and without stigma.

**The press release goes on to say that UNI's versatile design marks the beginning of what you're calling the era of sexual openness, allowing people of all genders and orientations to explore pleasure and fun and freedom. It sounds like UNI is just the beginning of something big. What are TENGA's plans for the unisex category?**

**Koichi Matsumoto:** While we're thrilled about the reception it's received, we're also dedicated to continuous innovation and improvement. Our plans for the unisex category include exploring new



*As Koichi Matsumoto explains, the TENGA UNI exemplifies the company's dedication to offer great pleasure solutions to all people, independent of their gender or sexual orientation*



ideas, technologies, and designs to further enhance the pleasure experience for individuals of all genders and orientations. We're committed to breaking down barriers and fostering a more inclusive and open approach to sexual wellness. Stay tuned for what's next as we continue to push the boundaries and redefine pleasure for everyone.

**Due to its gender neutrality, pricing, ease of use, and accessibility, the TENGA UNI appeals to an extremely**

**large group of consumers. Still, do you have a specific target audience in mind for the UNI?**

**Koichi Matsumoto:** Yes, as you mentioned, the TENGA UNI appeals to a wide demographic because of its gender-neutral design, making it suitable for both solo and partnered use. Its affordability and user-friendly design also make it an excellent entry point for younger consumers exploring pleasure products for the first time. However, we believe that TENGA UNI has the





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The TENGA UNI is available in four versions



potential to surprise and delight even those who are already familiar with the world of pleasure items. Its innovative features and versatile nature make it a compelling choice for individuals seeking new and exciting experiences in intimate pleasure.

**What else can you tell us about the materials used, the design, and the different versions of the UNI that are available right now?**

**Koichi Matsumoto:** The TENGA UNI offers a luxurious pleasure experience with its four gemstone-inspired models: Emerald, Diamond, Topaz, and Amethyst. Crafted from high-quality super stretch elastomer, each model accommodates nearly any size comfortably. In addition, the non-plastic packaging reduces our plastic waste and carbon footprint. The unique shapes and exquisite design elevate the sensory journey, providing users with an indulgent escape into pleasure. With options to suit individual preferences, the TENGA UNI redefines luxury and innovation in intimate experiences.

**Certain parameters which are traditionally used to guide the consumer – things such as ‘male, female or couples’ – fall by the wayside with the UNI. Do you have some advice for retailers on how to effectively present the toy?**

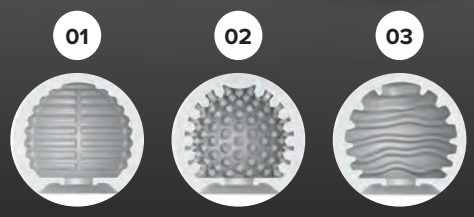
**Koichi Matsumoto:** As the TENGA UNI is a unisex pleasure item, it can sit in either the traditional female or male sections of a retail store. Furthermore, the pleasure product is not only gender neutral, but also reversible, meaning it can be used for solo or partnered play and for both penile and clitoral stimulation. My suggestion to retailers would be to point out this versatility when they present the TENGA UNI to potential customers.





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"I'm counting on my experience, but above all on ORION's expertise to always offer the best."

Christophe Walmé joins the team of ORION Wholesale

Christophe Walmé is now in charge of ORION Wholesale's activities in the French market



*ORION Wholesale want to strengthen their presence in the French market, and they have brought Christophe Walmé on board to lead this foray. EAN was curious to learn more about his new tasks and his previous experiences in the sex toy market and asked Christophe for an interview.*

**Before we talk about your new role, could you tell us how long you have been in the industry? What did you do before joining ORION Wholesale?**

**Christophe Walmé:** I started working in this industry 10 years ago, at Love-ly Planet (Strap on Me / Love to Love / Dorcel / Mixgliss). I was in charge of the export market and I had the opportunity to travel abroad, especially the USA, doing business with the biggest distributors there. Then I joined the Concorde Team in 2019 as Sales Key Manager for French and export customers. I was focusing more on the European markets. These jobs were very exciting and allowed me to meet fantastic people in our universe from all around the world. It is indeed a big family in a dynamic, innovative, and attractive market.

**Now you're part of the ORION Wholesale team. How did this come about? And above all: What attracted you to this new challenge?**

**Christophe:** Someone from the industry informed me that ORION was looking for someone to take care of the French-speaking countries. I found that this was a great opportunity to work for the leader of our industry in Europe, and I wanted to join an international company. There is always a lot going on at ORION thanks to their incredible range and catalogue. The goal is to introduce new customers to ORION's offering, and the entire French market (including French West Indies) have been waiting for an opportunity like this.

**ORION Wholesale is a well-known company, but what were the strengths and unique selling points that convinced or inspired you the most?**


**Christophe:** There is a lot to say about ORION Wholesale: It's such a huge company and an amazing professional team. The most impressive thing is the internal organisation and the logistics. Everything is done to satisfy our customers, in terms of offering, pricing, and delivery. Customer satisfaction is at the heart of the company and the team

has a unique and strong relationship with all our partners, from suppliers to customers. A unique vision and know-how about our Industry.

**Could you tell us more about the position you hold at ORION Wholesale? What are your tasks and responsibilities?**

**Christophe:** I'm going to be in charge of the whole French market first, including the French West Indies. I'm the French Key Account Manager, and I'll proudly represent the ORION spirit. The main objectives are to bring back customers to ORION and to open new professional accounts that are looking for incredible and varied offers and a serious company that respects all the rules of our industry. And last but not least, to grow our market shares and turn over.

**What challenges do you face in your role at ORION Wholesale and how do these differ from your previous career stages? To what extent will your years of experience help you master these new tasks?**

**Christophe:** The biggest challenge is that the world is changing at an incredible speed. We have to adapt constantly and every day 





Christophe has been travelling the world on his motorbike for 30 years

to meet our customers' needs. I'm counting on my experience, but above all on ORION's expertise to always offer the best. Ten years ago, business was more fluid, competition less aggressive and more respectful of rules and standards. I have confidence in ORION's experience to move forward with ever more innovations and quality products that, combined with my work and proximity to customers, will make the difference.

**"I intend to make the company the market leader in France." - That's a quote from the official press release when you were introduced at ORION. How do you plan on achieving this goal?**

**Christophe:** I intend to achieve this goal by bringing ORION's offerings directly to the field, day by day. By giving better global

visibility to all our brands and catalogue, and not just via newsletters. I'm a great believer in personal visits, and I'm going to spend a lot of time with customers to make sure that purchase targets and discount rates are right. I'll also be working closely with ORION's marketing team on displays, showcases, testers, and in-store decorations. Finally, being honest and professional is always a guarantee of success.

**You are a proven expert on the French market. What are the main characteristics of this marketplace?**

**Christophe:** The French market mirrors the general European market. Companies are merging and being bought out by others, and the number of players in the market is shrinking. We also need to think more



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and more about the web, online sales and marketplaces. Of course, social networks are also a new way of communicating and selling. We need to be present online, just as we need to be present in traditional stores, which still play an important role. Quality, advice, and choice will always be the priority for consumers concerned about their well-being and health. The training of sales personnel is very important, and I'm going to work on this with ORION. It's part of what French customers expect. Finally, market segments such as BDSM are more fashionable in France at the moment, while other categories are more niche (men's lingerie, for example), and ORION's vast range of products meets all these trends and needs.

**You have been active in the industry for several years at this point. What are the biggest changes you have seen during**

**this time? And what will our market look like in the future?**

**Christophe:** In my opinion, the biggest changes have been things going digital and competition becoming increasingly direct and immediate. It's important to keep abreast of the latest technological advancements. Our products and offers must keep pace with this trend. Quality and innovation-minded brands that focus on sexual wellbeing will make the difference. As a Frenchman, I also believe in the development of naughty cosmetics for adults. That will help us enter mainstream markets. Finally, brands that can guarantee and preserve their RRP and the margins of their distributors and retailers will be the winners.

**What do you do when you're not at work? What should we know about Christophe Walmé as a private individual?**

**Christophe:** I'm passionate about geography, travelling, and discovery. I've been travelling the world for 30 years with motorbikes, having had amazing road trips across France, Europe, and even the USA. I own three motorcycles and only travel with them. I've got no car. When you travel by motorcycle, you open yourself up to the world and to people, and they come to you directly. It's a great exchange. Otherwise, I enjoy skiing and the French Alps a lot, as well as the French Riviera, but I live in Paris. For me, time is the most precious thing in the world. **e**

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# "Our internal test team's feedback has significantly shaped our product development."

Fish Zhang on the impact of the internal Tracy's Dog test group



*In this interview with Fish Zhang, the CEO of Tracy's Dog, we talk about the company's internal test group, which was created four years ago. Among other things, we learn how the members are chosen, what they do, and how their work has benefitted product development.*

**When did Tracy's Dog set up their internal test group? How would you describe the relationship between the internal test group and the company?**

**Fish Zhang:** Our test group kicked off 4 years back. Instead of the usual outreach, we leaned into a fresh strategy: building a squad from fans of our vibe, those curious but uninitiated, and even the sceptics. It was all about mixing insights, face-to-face. Total game-changer for us, making our product development sprint rather than crawl.

We're pretty much a tight-knit crew now. Given the whole sex toy gig is hush-hush for many, we've built this open, honest space. Our testers, they're straight-up with us, dishing out the real talk on their experiences, and we're all ears, always. Keeps us moving forward, together.

**What was the primary goal of establishing the internal testing group, and how has it influenced the product development and market readiness of your sex toys?**

**Fish Zhang:** An internal testing team upholds our ‘user-centred’ approach, incorporating real user feedback for product refinement. Their insights allow us to adjust design, functionality, and user experience, enhancing product competitiveness and market appeal.

**How does Tracy’s Dog choose the members of the group? What are your standards for selecting testers, and how are they representative of your audiences?**


**Fish Zhang:** Tracy’s Dog hopes our products can give customers more extraordinary pleasure and satisfy their curiosity. In our pursuit of diverse and comprehensive feedback, we welcome applicants from all backgrounds, without restrictions on age or ethnicity. We will pay attention to aspects such as whether the testers are interested in sex toys and whether they have purchased our products before. Of course, everything in the recruitment process is done on a voluntary basis. The right applicants are selected to form an internal test team at the end.

**How does your company use the feedback from the internal test group?**

**How do ensure all viewpoints are considered? Also, could you give an example of how this feedback has led to product iterations or resolved unforeseen issues?**

**Fish Zhang:** We have a well-structured methodology in place for handling feedback from our testing teams, with the aim of comprehensively addressing all viewpoints. Initially, we gather opinions through surveys leading up to the product launch, following which we move on to holding in-depth discussions in small teams to brainstorm ideas for enhancements. Subsequently, we maintain ongoing engagement to obtain continuous feedback.

During the design phase of Flowliper, it was noted that 42% of respondents were dissatisfied with the suction feature. Seeking guidance from sexual health professionals, we developed three different suction heads to cater to a range of pleasure preferences. Subsequent interviews revealed that 92% of participants were impressed with the effectiveness of the new heads in addressing issues related to fitting.

**How significant is the impact the internal test group has on product design** 





or changes during product development?

**Fish Zhang:** Our internal test team's feedback has significantly shaped our product development. For example, during the creation of the OG3, we introduced a split concept and conducted in-depth interviews with over 30 actual OG users. Surprisingly, users not only responded positively to this concept but also praised the softness of the OG Flow and the flexibility of the bendable vibration feature. In response, we conducted further research and tested the feasibility of these aspects. Despite

numerous challenges, including product development delays, we insisted on retaining the bendable 'Bendto Fix' feature. This decision notably improved the OG3's performance. The 'Bendto Fix' feature provides flexibility in use, enhances the OG3's market appeal, and offers valuable insights for our future development.

**Please, tell us more about the selection process for the internal test group. What are the responsibilities and what are the incentives or rewards for the members?**

**Fish Zhang:** Our testing team is carefully selected from sources like online communities, and customer databases. Testers receive early product versions to provide feedback. They take their role seriously, using the products as intended and offering constructive criticism. Testers often form strong connections with our brand during the process, feeling like part of the Tracy's Dog team. As a reward for their efforts, testers who contribute to a product's success get to keep the final version, fostering a sense of belonging and appreciation. Reachel, a tester, received the new product she tested and shared that she felt like I had become part of Tracy's Dog's team.

**The internal test group has been part of the company for a few years. Have** ►

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**your expectations been met? Could this become a new trend in the sex toy industry?**

**Fish Zhang:** I have no hesitation in stating that the internal testing group has become an integral part of Tracy's Dog. Members of the test group provided valuable advice from the consumer's perspective on the product's shortcomings and the new features they expected to see, which proved to enhance the customer experience.

We've managed to build both an online and offline test group, which has had a

positive impact on the development of new products as well as the iteration of old ones. I believe that internal testing groups are essential for every company that wants to gain a foothold in the adult products market. The involvement of them not only checks the quality of the product, but also ensures that the product is not just a cosmetic improvement, but that it truly offers a new value and experience.

**How has the internal test group changed, and how will it continue to evolve going forward?**



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**Fish Zhang:** After a couple of collaborations, we have affirmed the necessity of our internal test group, recognizing their profound impact on our work. There are two changes that will be made in 2024: the number of testers will continue to grow, and a higher-level group will be established. This is a new idea from our Product Marketing Director Terence. He valued the testing team's evaluation of the product, so he asked some testers with expertise to form a new team. A dedicated decision-making process will be set up for them and they can read more core data, even confidential data. This means that they are no longer just passively answering our questions, but also actively giving their opinions. Terence believes this kind of cooperation will bring more vitality to Tracy's Dog.

**What is the biggest difference between a product that has been tested by an**

**internal test group and a product that has not?**

**Fish Zhang:** I believe it helps us be innovative. During our research, we found significant differences between tested and untested products, especially those using new technologies, like our OG POP. In the process of developing new products, Tracy's Dog relies on extensive feedback and opinions from testers, which enables our products to outperform untested ones. They make a bigger impression on our audiences and add to our reputation in the market.

The members of our test group contribute to our unique capability for innovation. We will keep working with internal test groups to fulfil our promise of user-centredness, and our great relationship with the test group members makes this a a win-win. 



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Michel de Kroes, Key Account  
Manager SHOTS

*Few brands can look back on a history as long or successful as that of Shunga. Consequently, the team of SHOTS are proud and happy to be distributing the entire Shunga range across Europe, as can be gleaned from our interview with Roos-Anne Bijen, Chief Marketing Officer & sexologist at SHOTS, and Michel de Kroes, Key Account Manager SHOTS.*

**How excited are SHOTS about this new addition to the range, seeing that SHUNGA is undoubtedly one of the big, long-established brands of this market?**

**Michel de Kroes:** Very excited. The brand is known for its high-quality formulations and unique fragrances. Shunga has gained popularity for its artistic packaging and attention to detail, making it a favourite among individuals and couples who are seeking to enhance their intimate moments.

**Roos-Anne Bijen:** Yes, very excited. Adding such an established brand to our portfolio makes us feel very proud and confirms the new direction that we have at SHOTS, with a focus on addressing the market with the right portfolio. Being able to add Shunga at this time in this market is a big, big deal for us.

**When did the idea of a distribution agreement first arise? And what led to the agreement between the two parties? Why are SHOTS and SHUNGA a good match?**

**Roos-Anne:** Everybody knows Shunga, but everybody also knows the market is



changing. We always had a good relationship, but as SHOTS were changing direction and focus in our collaboration with our partners, the time was right to come to an agreement. We both have the passion for quality products, we are both interested in long-term partnerships, and our companies are leaders in our industry. It simply felt right to join forces.

**Michel:** Both SHOTS and Shunga stand for success! The companies have a clear strategy, vision, and lots of expertise. Combining the strengths of both companies creates an ideal match to increase awareness and generate further growth in Europe.

**Of course, everybody knows the SHUNGA brand, but could you tell us why you think SHUNGA is an excellent choice for your product range?**

**Michel:** 1) Shunga is a well know name with a great reputation. And the customers trust the brand.

2) The diversity of their product assortment. This variety makes the brand appealing to many different parts of our customer base.

3) Great quality. They use premium ingredients in their formulations, ensuring a safe and enjoyable experience for users.



*Roos-Anne Bijen, Chief Marketing Officer & sexologist at SHOTS*

**Roos-Anne:** Plus, Shunga completes our portfolio - SHOTS is the partner where you can buy it all.

**Given your large range of own and third-party brands - also in categories** ▶



**covered by SHUNGA - the question arises: How does the brand fit into your portfolio?**

**Michel:** It is true that we already have amazing third-party brands and own brands that we are very proud of. But as I mentioned earlier, the Shunga brand has products with unique features, great quality, artful packaging, etc. and because of this it will be a perfect addition to the SHOTS portfolio.

**SHUNGA has an extensive range of products. Does SHOTS offer the complete portfolio?**

**Roos-Anne:** Yes, we do! We truly believe in Shunga and have therefore decided to carry the complete range. Again, we are fully committed to a long-term partnership and offer the complete range.


**What expectations do you have regarding this distribution agreement? On the one hand, SHUNGA is a very well-known and popular brand with a long tradition, but on the other hand, it is already available from other distributors ...**

**Michel:** A long-term relationship and trust! I don't consider the fact that other distributors have it to be an issue. The important thing is that we have common long-term goals, growth strategies, expansion plans, and that we create opportunities in terms

of sales and marketing support. SHOTS has a dedicated in-house sales and marketing team with a lot of invaluable talent. For example: Our sales team travels all year round, visiting clients across many countries. Drawing from their knowledge, we can introduce the Shunga brand to new audiences, and by doing so, we can make a difference.

**Roos-Anne:** I believe we stand out due to the stock that we carry, and with our new IT landscape and updated logistic systems, we can ship orders really quickly. I think that will also set us apart.

**Could you give us a little foretaste of the coming months? What are your plans for your own brands? What's on the horizon in terms of third-party brands? And what will happen with your three 'hero brands' (Doc Johnson, Swiss Navy, and Aneros)?**

**Michel:** We will be launching an amazing brand of our own during the upcoming Erospace in Barcelona, which we are very excited about. So, come to visit us at Booth 300 to explore all of it. We will also continue to give full attention to our exclusive brands Doc Johnson, Swiss Navy, and Aneros, which we consider our own brands, and we are working very hard to continuously grow these brands in Europe. 

App Control Novelties

# COMING SOON

Prepare to Be Amazed





**"As a brand with tradition, we must keep up with changing trends."**

Pat Romanek, CEO of Amocarat, discusses the rebranding of the Obsessive brand



Pat Romanek,  
CEO of Amocarat

**You presented your rebranded products in March. Why was it necessary to give the brand a facelift?**

**Pat Romanek:** Several key factors influenced the rebranding decision. Our brand has been on the market for 18 years, and we serve customers in over 60 countries. As a brand with tradition, we must keep up with changing trends. Another factor is the post-pandemic customer and the crisis in non-essential goods, which prompted us to look for solutions on how the brand can meet new customer expectations. As a key brand in the sensual lingerie category, we must respond quickly to these changes by adapting our product range and modern communication. This will allow us to effectively develop the Obsessive brand as a dynamic, international business that effectively responds to the changing needs of the market.

*Trends change, so do tastes, needs, and expectations, and markets change along with them. To stay abreast of these changes, the Obsessive brand has recently undergone a rebranding process. Pat Romanek, the CEO of Amocarat, which owns Obsessive, tells us more about the results of these efforts in our EAN interview.*

**How much time did this rebranding process require and which parts of your company were involved?**

**Pat Romanek:** It's important to note that the process was divided into

several parts and took us over 8 months. Firstly, we conducted customer research in several European markets on packaging, purchasing decisions, and communication. We looked for interesting insights, then worked on the brand strategy, and finally, specific creative solutions were developed.

**What was the mission statement for this rebranding effort? What are the goals you wanted to achieve?**

**Pat Romanek:** We meet the needs of women and want to be their partner at different moments in their lives. Obsessive frees the imagination and inspires, supporting sexuality and accompanying women in different situations, which is why we create an offer that is tailored to different customers. As a brand with a long tradition, we want to expand our target group and keep up with modern customers.

**What does this step mean for your partners in distribution and retail? How will they benefit from this rebranding?**

**Pat Romanek:** The changes mean a new visual identity for the brand, as well as new products and new target groups. The

most important change will be the image of women. In line with expectations, we want as many women as possible to feel good in our lingerie and find products in which they feel attractive. Our brand needs to be more modern and relevant to different target groups, which differ in communication style, expectations, and preferences. Our partners will therefore be able to appeal to more diverse customers thanks to our products and our new approach, which ultimately means increased sales and customer satisfaction, contributing to our shared success.

**The rebranding is based on customer surveys you conducted throughout Europe. What results did they yield?**

**Pat Romanek:** It is worth emphasizing that 65% of women buy lingerie for themselves, and 50% receive it as a gift. That's why our communication will be closer to women and their needs.

Customers differ in terms of age and where they shop. Younger people are more likely to choose online shopping. The research also showed that price is not the dominant factor when choosing lingerie, and personal preference plays a key role in the purchasing process. This means that the product range must be diverse and





*Among other things, the rebranding process has resulted in a new, more elegant and modern packaging design*

tailored to different customer expectations. It is also important to note that lingerie is often bought without a specific occasion in mind. Another interesting observation is that men, who also make up a part of the shoppers in the lingerie market, feel that price is not a key factor for them when choosing a gift; they are willing to go for a more expensive product as long as it offers high quality. That's why the Obsessive brand also has a new product offer in the premium segment.

**Current trends in fashion and lingerie also play an important role in your rebranding. How are they reflected in the new look of Obsessive?**

**Pat Romanek:** First of all, what we see in high fashion trends is that sensual lingerie should not only emphasize the body's assets but also become an important element of the outfit. Eroticism an integral part of the fashion world. It is already a permanent element of high fashion and we, as a market leader, follow such trends. Our offer will therefore include products that encourage you to have fun with fashion.

**Your logo has also changed. Could you explain how you chose the new logo? What message does it convey?**

**Pat Romanek:** The new font in the logo-type and decorative elements better reflect the character of erotic lingerie, and the introduction of the additional OSSV signet emphasizes the uniqueness of the brand and its new place in the fashion category.

**Your new packaging design is also a result of your rebranding efforts. What have you changed? What is new? What has stayed the same?**

**Pat Romanek:** We care about our customers and want our assortment to be as wide as possible and present various styles. Knowing that our customers like to see the product on a model, we have left this element, but we have introduced a more modern style of presentation. The photos we have used on the packaging present the



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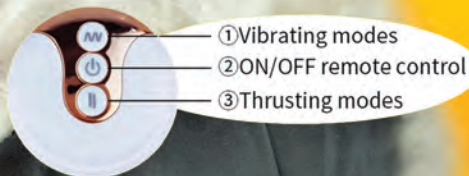


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product in more dynamic shots. Additionally, on the back of the packaging, we also show inspirational photos that capture the character of the product.

**Packaging is known to be an important part of the shopping experience, but it also conveys the character and values of the brand. How does Obsessive approach packaging design?**

**Pat Romanek:** The shopping experience was one of the elements we studied most thoroughly, which is why our new packaging also serves as an element meant to evoke pleasure. The use of soft-to-the-touch, delicate materials and new tags all contribute to enhancing the shopping

experience. The removable top part allows the box to be repurposed as a gift, either for yourself or someone else. We want the purchase to evoke a feeling of having something special.

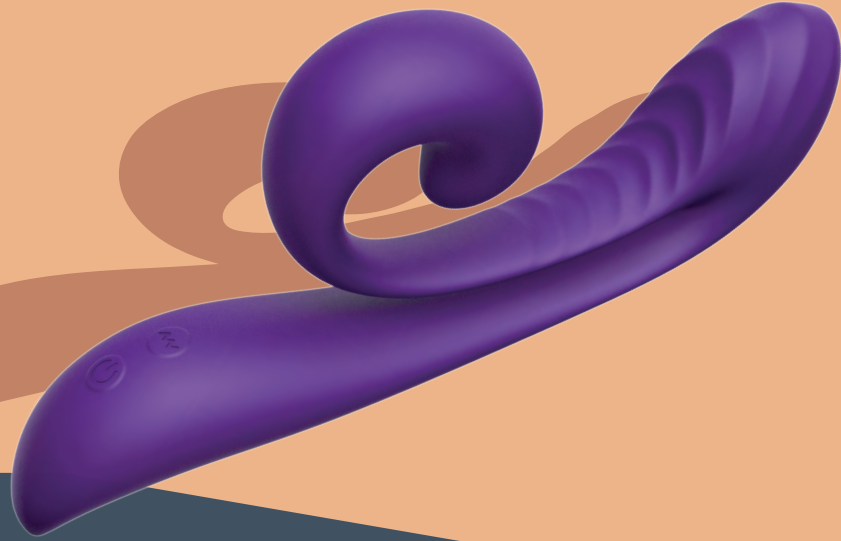
**The first products to be launched after the rebranding are part of your Spring & Summer 2024 collection. What can we expect from this collection? What are its unique selling points?**

**Pat Romanek:** The collection is seductive, covering our wide range of lingerie, full of subtle elements that emphasize femininity. It includes both modern lace, beloved by our customers, and simpler sexy models with a focus on interesting sensual details. **e**



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# "Superdrug's alignment with SheSpot's mission has been clear from the start."

SheSpot.co.uk, the online shop for female sexual wellness, partners with Superdrug



*More and more big, renowned mainstream retailers welcome products from the world of sexual wellness into their assortments. Superdrug, the second-biggest retail chain for health and cosmetics products in Great Britain, has also decided to take that step - with support from SheSpot, the sexual wellness online shop launched by Holly Jackson and Kalila Bolton. To learn more about their collaboration with the British retail giant, EAN asked Holly and Kalila for an interview.*

**It's been about a year since we spoke to you about SheSpot, and to get all our readers on the same page, could you please describe in a few words what SheSpot is?**

**Holly Jackson:** SheSpot is the go-to destination for women's sexual wellness. As an online retailer, our mission is to source and curate the best pleasure products for women, from both established and independent brands from all across the world. SheSpot is a trusted space where women are invited to explore their pleasure and sexuality, knowing they'll only ever be presented with quality, body-safe products that have been tried, tested and approved by the SheSpot team.

**How has SheSpot grown and evolved since we last spoke? Please, bring us up to date.**

**Kalila Bolton:** SheSpot has gone from strength to strength! After spending the first couple of years bootstrapping the business, we've just closed our first investment round which has already helped us to unlock huge growth opportunities. We've launched incredible partnerships with Sephora, Killing Kittens,

and most recently Superdrug which has allowed us to reach a new audience of millions over the past year. Crucially, we've kept trust, quality, and sex positivity at the heart of what we do. Throughout our platform, we've incorporated expert tips from sexologists to help guide customers to the best products for their unique needs and preferences. We've also worked hard to broaden our curated selection of sexual wellness products - at all times ensuring these meet our 'SheSpot Approved' criteria. We're really proud to now stock over 30 of the very best brands innovating for women's sexual wellness and look forward to expanding further into 2024!

**Your partnership with Superdrug only started very recently. As not all of our readers are familiar with the UK retail sector, could you provide some information about Superdrug?**

**Holly:** Superdrug is the second largest health and beauty retailer in the UK, offering a wide range of products including skincare, cosmetics, toiletries, and healthcare essentials. Founded in 1964, it operates over 800 stores across the United Kingdom and Ireland and is known for its accessible prices and



*Holly Jackson and Kalila Bolton see their partnership with Superdrug as a clear sign of the growing willingness of mainstream retailers to address issues such as sexual wellbeing.*



diverse product selection. Superdrug also provides pharmacy services, beauty treatments, and operates an online store, catering to a broad customer base.

**How did this partnership come about? Did Superdrug become aware of you or did you approach Superdrug?**

**Kalila:** We had seen Superdrug doing some awesome work around sexual wellness - with several campaigns, launches and events centred around greater awareness for the category, and crucially improved sex education. We reached out for an initial chat and very quickly saw synergies between the two brands, with clear opportunity for a marketplace partnership. We agreed to curate a selection of sexual wellness products for Superdrug.com - and the rest is history!

**Why are SheSpot and Superdrug a good fit? Where do your values, philosophy, and mission overlap with those of Superdrug?**

**Kalila:** Superdrug's alignment with SheSpot's mission has been clear from the start. Superdrug is committed to making health and beauty accessible to all, and aims to bring innovation, education and a sense of fun to their customers. At SheSpot, we are breaking down barriers to women's sexual wellness, opening up a taboo category that is fundamental to



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health and wellbeing. Working with a progressive, household name like Superdrug, helps us to further our mission and reach millions of customers looking to invest in their pleasure and wellbeing.

**Could you tell us more about how this partnership works?**

**Holly:** The partnership is a true collaboration, whereby we work with Superdrug to define our range of products onsite, partnering with the team to create campaigns to promote different aspects of sexual wellbeing. Our systems allow us to plug into Superdrug's online platform and list products under our own SheSpot 'shop-in-shop'. Customers place their orders through the Superdrug plat-

form, and then it's over to us at SheSpot to pick, pack and fulfil their orders!

**What are the selection criteria for the products you offer on Superdrug.com? Why not simply offer the entire range there?**

**Holly:** Curation is at the heart of what we do at SheSpot, and therefore it's important we tailor our ranges and product selections to the different needs of our audience. For Superdrug, we wanted to showcase the breadth of the SheSpot range, ensuring our best sellers and most popular products are featured, whilst also introducing the Superdrug customer to more new and upcoming brands. There are a number of brands



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**What does this partnership with retail giant Superdrug mean for you and SheSpot?**

**Kalila:** We are so proud to be working alongside such a respected brand with a huge influence in the health and beauty industry. It's a huge endorsement of our business to be trusted by Superdrug in such an important category. We're excited to showcase the very best brands championing sex positivity, pleasure, and women's bodies to their community of millions.

**Is this collaboration also a sign that more and more mainstream retailers are opening up to topics like sexual wellness etc.?**

**Holly:** Our partnership with Superdrug is a huge indication of the willingness of mainstream retailers to embrace topics such as sexual wellbeing. Whilst the category has historically been highly functional in nature, with ranges confined to lubricant and contraception and dominated by one or two major brands, the expansion to products like sex toys and arousal products is a statement of how integral sexual wellbeing is to overall health and wellness. It's great to see!

**Can you see yourself doing more partnerships like the one with Superdrug?**

**Kalila:** We'd love to work with more aligned partners as we continue to grow! Sexual wellness is still very restricted when it comes to marketing. Adverts and social media content is frequently banned, so partnerships like this are crucial for spreading the word about sex and pleasure. Watch this space! 

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**"An App is like a child, and you need to take care about it every day to make it grow in the best way."**

Vincent Renou on the latest developments at Honey Play Box

Vincent Renou, Sales Director Honey Play Box



*For Honey Play Box, the early months of the year have been all about trade shows and product launches, as we learn from Sales Director Vincent Renou. In our interview, we look back at the industry events and get more information about the new products but we also talk about Honey Play Box' plans for the rest of the year. And as it turns out, modern technology is going to be a big part of these plans.*

**You have had a very busy start into 2024 as you attended five trade shows in the USA. Which shows were those?**

**Vincent Renou:** Yes, we've started this year with the intention of being seen everywhere. We did Vibes XBIZ (B2B) and the X3 expo (B2C) in LA and we closed January with the AVN in Las Vegas. In February, we exhibited at The Champs Show in Las Vegas and then the Altitude, of course. We sponsored the Erofest in the Czech Republic in March and now, we are preparing for Shanghai Show in April and then Erospain. We love it and it is fantastic to meet all the business makers.



**Looking back at these events, are you happy with the results? Are you on the right track to increase your market presence in the North American market?**

**Vincent:** All these shows make it possible for us to expand our offer and to be more and more present among big chains and distributors in the US and Canada. Honey-PlayBox is available everywhere in the US now, and we are very happy with how it's growing. The Champs has been very successful too and it's a new target to consider for our industry. A lot of dispensaries in the smoke industry are also interested in sexual wellness.

**Trade shows are always an indicator of the current situation in the market. What did you learn from your trip to the USA?**

**Vincent:** In January, everybody was excited that we were leaving behind 2023 and the difficulties it had brought. Everybody is hoping that 2024 will be better. I think Valentine's Day 2024 did not bring the joy we were all hoping for but it is always complicated to make good business with a Valentine's Day in the middle of the week. We still need to be careful this year

but it's also a good opportunity for us to propose a nice quality brand that provides a good margin.

**You just released two new products. What are they all about? What are their unique selling points?**

**Vincent:** In January, we launched 'Oly 2' and we are very proud of it: It is a unique toy made by our manufactory with specific tech inside, including pressure sensors that add new sensations to Kegel exercises, temperature sensors to track the ovulation period, and an update of our application with voice control. 'Oly 2' has been received very well during the shows, and we are very confident about the products. We also launched 'Stormi', a very elegant and powerful wand with a digital screen to make use easier, and it also comes with an original charging case, the kind you might have for your ear pods. We also launch a line of torsos with a very nice price point and appealing packaging. Our goal is to launch 10 skus every 4 months and invest in great moulds to continuously offer unique toys.

**Which trends have influenced the development of the two new**





**products? How do you make sure they meet current consumer requirements?**

**Vincent:** We tried to be creative with the subject of sexual wellness as I just described. It is the same for the massager Stormi as the large digital screen is useful when your view is going down. We are consumers too, and when we know it could be interesting after our development meeting then we want it. I think a lot of consumers in the sexual industry are passive and enjoy when the retailer is proposing a new experience.

**Technology is playing an increasingly important role in the development of sex toys, as demonstrated by the multitude of app-controlled toys. You also have an app, Honey Play Box, which is already used for some of your products. What can you tell us about this app?**

**Vincent:** An App is like a child, and you need to take care of it every day to make it grow in the best way. 2024 will be an important year for our App, we are investing a lot in AI for the voice control elements but also for the social network programme that is a part of it. We are focusing on the couple first and want to offer them an efficient way to use the app, and instead of just tapping an button



Vincent at eroFame 2023





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**Not all consumers want the latest technology, and you cater to that group with your dildo line. What defines these products and how are they different from the many other dildos on the market?**

**Vincent:** Our dildos line is actually connectable to the app and it's a brand-new experience for the user. Of course, you can also use it manually, just like all of our sex toys. There is no need to connect them to the app to play with the vibration. Our remote-control sex toys such as the Lili are still selling very well; they are app-connected but also come with a remote control. We want to be innovative but keep our toys easy to use.

**Please, tell us about your plans for the coming months. What will happen at Honey Play Box in terms of marketing, branding, distribution, expansion, logistics, and customer service?**

**Vincent:** All I can tell is you follow us attentively, we hired a veritable 'army' for our marketing and social media strategy. We will create a new collection for our customers and make HoneyPlayBox more present on the international stage. Distribution is coming along nicely in Europe, South America, and China, and we have to decide who will be the best partner to represent HPB in those markets. We now have four warehouses all over the world and want to open a new one. Customer service will expand in lockstep with our logistics capabilities, of course. 



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# "Why do we wear shoes in the right size, but not condoms?"

MISTER SIZE makes condoms cool again with modern marketing



*Eva Krause, Business Manager of MISTER SIZE and parent company Vinergy GmbH*

*Oddly enough, condoms are a rare topic in an industry that's all about sexual wellness. Though, admittedly, consumers may not find condoms as exciting as the last air-pulse technology or the most realistic stroker, a modern German brand is working to elevate condoms to the rank they deserve. The team behind Mister Size condoms believes one sizer never fits all, especially when it comes to your pleasure organs. Their line of condoms offers multiple sizes to fit all widths and lengths, no different to pants or shoes. Eva Krause, Business Manager of MISTER SIZE and parent company Vinergy GmbH, enlightens EAN readers on how her company's brand stays focused on engaging Gen Z consumers while setting the standard for more pleasurable, personalized condom options.*

**What inspired your founders to open a condom business?**

**Eva Krause:** Our founder, Jan Vinzenz Krause, has over 20 years of experience in the condom business. Together with our dedicated



team, we offer both end consumers and business customers more effective solutions that help them in purchasing the right condoms for their needs. We offer perfect fit condoms through our brand, MISTER SIZE. We also run an online shop, Vinico.com, where consumers can purchase MISTER SIZE and additional brands of private label condoms, like Secura, while learning which type of condom will be the best fit for their body and sexual practices.

Our vision is to make it possible for every person, no matter their body, sexual identity, or genitals, to have the best sex of their life, even with a condom. Therefore, we develop and improve our products constantly for customers of MISTER SIZE and private label condoms.

Stern, one of Germany's most popular weekly newspapers, awarded MISTER SIZE condoms 1st place in their Top 10 Condoms of 2023 and 2024 category.

We are convinced that the basis of our success has risen from our trustworthy, appreciative relationships with our business clients. Where there is trust, innovations can arise, and we hope these innovations will inspire our customers.

### **Prior to founding MISTER SIZE and the brand's parent company, Vinergy, what interested Jan Krause in the sexual health sector?**

**Eva:** It all started with a thought more than 20 years ago: Why do we wear shoes in the right size, but not condoms? For Jan Vinzenz Krause, the inventor of the company and father of the perfect sized condoms in Germany, everything has always had to fit well. That's how it should be with condoms, too. From there, the business idea was born: condoms in the right size! After earning his degree in economics, Jan started his business with condoms and immediately focused on perfectly sized condoms.

### **What is the current state of the condom market in general? How does your target consumer audience feel about using condoms as a means of protection?**

**Eva:** Since 2023, the condom has replaced the birth control pill as the number-one contraceptive in Germany. This development had already been underway in recent years. In a survey conducted by the Federal Center for Health Education in 2018, the condom had already over-



Eva and Jan Vinzenz Krause



taken the pill in the 18-29 age group. This trend is now spreading across all age groups. The main reasons for this development are the trends towards hormone-free contraception and the increase in sexually transmitted diseases. A similar development can also be seen in other European countries.

**Where do you currently sell and distribute your condoms? Do you see any difference in how certain products or brands sell within different areas of the world?**

**Eva:** We distribute MISTER SIZE perfect sized condoms in all European countries

and are launching in several other countries worldwide.

As we are experts in condoms in seven sizes, we've observed that the market is rather "mature" when it comes to the subject matter. Depending on the country, even talking about condoms triggers feelings of shame. In those countries, talking about condom sizes is not yet appropriate.

All European countries and North America are ready for condoms in the right size. Asian countries are getting ready for the topic. The anonymity of the internet, where you can get information and, above all, order perfect sized condoms, ►

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helps a lot. We observe that the majority of Arab countries still prefer condoms in colors, flavors, or with textured dots.

**Let's talk about the current, youngest group of condom consumers, Generation Z, whom are between the consenting ages of 16 and 27. What is your opinion on this specific age group regarding their use of condoms? Are they buying condoms more or less than older generations like Millennials and Baby Boomers?**

**Eva:** Gen Z consumers, which are the main target audience of condoms and of MISTER SIZE, get information from social media, influencers, and websites. A substantial portion of the Gen Z group is concerned about sustainability and are interested in sexual health topics. Compared to Millennials and Boomers, the majority of Gen Z is open to speak

about sexual health and there you can approach them with facts, stories, and testimonials. The turnover with this generation is significantly higher than with other age groups.

**How does your company position itself to reach the Gen Z market? Where do you gather information on how to handle marketing and advertising, and then where do you actually market and advertise so Gen Z consumers will see your messages?**

**Eva:** Authenticity is very important for Gen Z. They want to be convinced of the company's values, of the products, and of the people behind this product. As they are pros in online researching, they find out quickly if you don't deliver what you have promised. We therefore present ourselves as a family business and we show our



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history and the development of our products. This enables us to gain the trust of our customers and win them over. To meet Gen Z's interests, it is crucial to have Gen Z men and women in our team. They are responsible for B2C marketing, and Jan and I are listening very carefully what they propose to do.

Where we reach Gen Z? Where they are, of course! Mainly via our websites,

social media and where they spent their free time, like festivals and parties.

**What are your company's plans for the future? Where will you focus your efforts to reach the most profitable consumer audience while also providing quality condoms that are safe and effective?**

**Eva:** As our vision is that perfectly sized condoms will become standard in many countries of the world, we will continue to make MISTER SIZE popular in European countries. Above all, we want to establish MISTER SIZE in countries outside Europe to also follow our vision.

Therefore, we have established a map of all countries worldwide where condoms are valued as well as the potential for a country to buy sized condoms. We will focus on following this plan and are open for other, unplanned opportunities. We're always seeking passionate distributors who want to sell MISTER SIZE in their country. **e**



*This interview is contributed by Colleen Godin, EAN U.S. Correspondent*





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"This acquisition is monumental for us because it signifies a transformation in our identity."

Alexandra Fine, CEO of Dame, on the acquisition of the Emojibator brand



*Dame have moved away from being a single-entity brand, as company CEO Alexandra Fine explains. Instead, Dame have evolved into a family of brands, each with a distinct voice and identity, but unified by a shared mission. Ushering in this new phase in the history of the company was the acquisition of the Emojibator brand. Naturally, this acquisition is a focal part of our EAN interview with Alexandra, and we also talk about Dame's strategy to expand into new product categories in order to reach a wider audience and create more awareness about - and more interest in - sexual wellness.*

**You recently acquired the sex toy brand Emojibator. How did this come about?**

**Alexandra Fine:** The acquisition of Emojibator was a strategic move, fuelled not just by shared goals in promoting sexual wellness but also by the talent coming with it. Joe Vela, the dynamic force behind Emojibator, joined us as our Sales Director - Americas. We're thrilled to have him; his energy and insights are invaluable. This collaboration was driven by mutu-

Alexandra Fine,  
CEO of Dame

al respect, a shared vision for the future of sexual health, and the unique opportunity to blend Emojibator's innovative spirit with our mission at Dame Products.

**For those not so familiar with the Emojibator brand: What does it stand for? What makes it different?**

**Alexandra:** Emojibator stands for breaking down the barriers and taboos surrounding sexual wellness, using playful designs inspired by emojis. This approachability and humour make sex toys more accessible to a broader audience. Emojibator is different because it combines quality, effective sexual wellness tools with a light-hearted, fun exterior that challenges conventional perceptions of sex toys.

**How do Dame and Emojibator fit together? Is there an overlap? How do the two brands complement each other? What synergy effects arise from the acquisition?**

**Alexandra:** Dame and Emojibator fit together seamlessly through our shared goals of empowerment, education, and enhancing the sexual wellness journey. Both

brands emphasize quality, innovation, and breaking down stigmas. Emojibator's playful branding complements Dame's focus on community engagement and product design excellence. The acquisition allows us to leverage each other's strengths, creating synergy in marketing, product development, and expanding our reach.

**What potential do you see for Emojibator in this very competitive market environment?**

**Alexandra:** Emojibator has a unique position in the market with its approachable and playful products. This distinctiveness provides a competitive edge by attracting individuals new to sexual wellness or looking for a non-intimidating entry point. We see significant potential for growth by expanding its product line and increasing its visibility within the Dame ecosystem.

**The official press release from the beginning of February states that 'the acquisition marks a monumental moment for Dame.' Could you elaborate on that?**

**Alexandra:** This acquisition is monumental for us because it signifies a transformation in our identity. We are no longer a single-







Joe Vela, co-founder of Emojibator, is now the Sales Director of Dame

entity brand; we've evolved into a family of brands with diverse voices, united by a common mission. This expansion enriches our perspectives, allowing us to cater to a broader array of needs and preferences within the sexual wellness community. It's a huge step towards embodying the inclusivity we advocate for, reflecting our growth and commitment to diversifying how we serve and engage with our community.

**What plans do you have for Emojibator? How will the brand continue?**

**Alexandra:** Our plans for Emojibator include expanding its product range, investing in its brand identity, and integrating its unique voice within the Dame family. We aim to maintain Emojibator's distinctive character while leveraging Dame's resources to amplify its impact and reach.

**Are you considering acquiring other brands? If so, what are your criteria?**

**Alexandra:** We are open to acquiring other brands that align with our mission of fostering pleasure, wellness, and education. Our criteria include innovation, brand ethos, potential for growth, and the ability to complement and diversify our existing product offerings.

**Not only have you expanded your brand portfolio, but you have also expanded into new product categories. What is your goal on that front?**

**Alexandra:** Entering new product categories allows us to address a broader range of consumer needs and interests in sexual wellness. Our objectives are to innovate, educate, and provide comprehensive solutions that enhance the sexual health and happiness of our community.



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**What can you tell us about your STI kit and ‘Dice’, your first intimacy game?**

**Alexandra:** Our STI kit represents a leap towards simplifying sexual health practices. It’s designed to make regular health testing more accessible and less intimidating, promoting a proactive approach to sexual wellness. This kit aligns with our mission by empowering individuals to take control of their health with confidence and ease. On a lighter note, ‘Dice’ is our first foray into intimacy games, created to foster connection and playful exploration between partners. It encourages communication and spontaneity, making it a fun

tool for deepening bonds. Both products are testament to our commitment to enhancing sexual wellness and intimacy from various angles, whether through health education or enriching personal connections.

**How much Dame is there in these products? How do they reflect your brand?**

**Alexandra:** These products embody Dame’s core principles of empowerment, quality, and innovation. They reflect our brand through their thoughtful design, focus on user experience, and commitment to improving sexual wellness for everyone.







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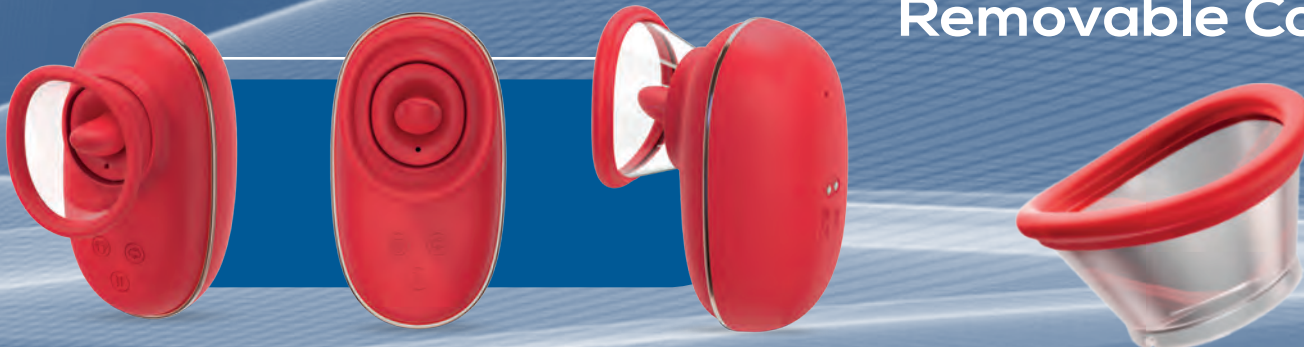


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'Dice' marks Dame's first step into the world of intimacy games

**Your brand history is tied inextricably to your sex toys, such as Eva and Fin. Is it difficult to convince consumers to venture into new product categories with you?**

**Alexandra:** While it's always a challenge to introduce new concepts, our community trusts Dame to deliver products that enhance their sexual experiences. Our track record of high-quality, effective products like Eva Fin has built a foundation of trust and openness, encouraging our customers to explore new categories with us.

**What can the market look forward to in terms of new Dame products in the coming months?**

**Alexandra:** We are continuously exploring innovative ways to enhance sexual wellness, including new technologies, materials, and designs. Without revealing too much, I can say that the market can expect thoughtful, empowering, and exciting products that cover a wide range of needs and desires.

**Do you have your sights set on other product categories you want to explore?**

**Alexandra:** Absolutely. We are always looking to expand our product offerings to cover more aspects of sexual wellness and intimacy. Whether it's through technology, educational tools, or lifestyle products, we aim to address the diverse needs of our community.

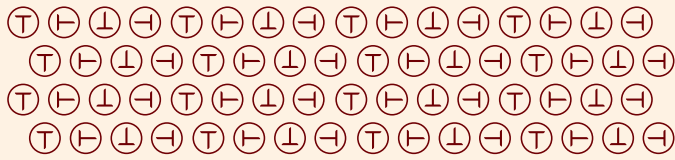
**A new brand, new products in new categories... When and how will the European market get to enjoy the fruit of your expansion efforts?**

**Alexandra:** Our expansion into European markets is a key priority, and we are actively working on partnerships and distribution channels to make our products more accessible. We aim to ensure that customers in Europe can enjoy the full range of Dame and Emojibator products, benefiting from our expansion and innovation.





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*Pineapple on pizza, Tiger Woods, IKEA shelves, Denis Villeneuve ... Those are just a few of the things we touch upon as we riddle Shunga's Director of Marketing, Louis-Philippe Roussy, with questions in this latest edition of Monthly Mayhem. On a heartwarming note, he also explains how much he enjoys working with his father, Guy Roussy, on a daily basis, and how much he has learned from this old man.*

**How does it feel to know that your products are available in over 70 countries worldwide?**

**Louis-Philippe Roussy:** Pretty good to be honest. I take such pride in working for a company that is well represented around the world. I love to meet Shunga customers, store owners, and distributors and get their feedback. I also get to travel a lot, which I absolutely love.

**What was your childhood ambition?**

**Louis-Philippe Roussy:** My answer is very stereotypical for a young Canadian boy. I wanted to become a professional hockey player.

**How did you get into the industry?**

**Louis-Philippe Roussy:** My dad, Guy, who is the General Manager at Shunga, introduced me to the industry. I've been working for Eau Zone (Shunga) basically all my life. I

began working during the summers when school was off back when I was 12. When I got my degree, I worked three years in the sports industry, and then came back here.

**If you weren't in this industry, what would you be doing now?**

**Louis-Philippe Roussy:** I would probably work in the sports industry.

**What was the biggest step in your career?**

**Louis-Philippe Roussy:** Making the change from sports to the love toy industry.

**Where do you see yourself in 10 years' time?**

**Louis-Philippe Roussy:** I can't hardly picture where I'll be tomorrow, but in ten years, I see myself at Shunga, the business is thriving, lots of new products, and hopefully lots of success!

# Louis-Philippe Roussy

## Questions & Answers

### How do you envision the future of the industry?

**Louis-Philippe Roussy:** More ecofriendly, more diversity, more inclusivity.

### What is your idea of a perfect working day?

**Louis-Philippe Roussy:** I love my workdays to be diverse in all the spheres marketing covers. Love to start with a brainstorming session with our amazing team about new products while the mind is still fresh. A perfect day also involves interaction with our partners, from distributors to stores to customers. It also involves a lot a caffeine, and maybe a sweet treat after lunch if I earned it.

### How do you relax after work?

**Louis-Philippe Roussy:** I don't. The only way I can calm my mind is by being active. I either work out, plays sports, or enjoy the outdoors.

### Who would you consider your role model and why?

**Louis-Philippe Roussy:** I'd say my dad. He's always cool, calm, and collected. Has always been my north star on a personal level. Now I get to witness a more professional side of him since we now work together. I cherish this chance I have every day.

### Imagine you have been asked to award a medal to someone. Who's the lucky winner?

**Louis-Philippe Roussy:** All my co-workers for putting up with my never-ending energy.

### Which personal success are you proud of?

**Louis-Philippe Roussy:** I once successfully assembled an IKEA shelf without any leftover parts.

### What do you particularly like about yourself?





**Louis-Philippe Roussy:** My self-awareness.

**Which vice could you never forgive?**

**Louis-Philippe Roussy:** Pineapple on pizza. People who use talk on speaker phone in public places. Greediness.

**What song do you sing in the shower?**

**Louis-Philippe Roussy:** I've been known to serenade my shampoo bottle with a varied repertoire, depending on the mood that day.

**Who would you never ever like to see naked?**

**Louis-Philippe Roussy:** I guess the common answer here must be family members. Boundaries.

**With whom would you like to go to the cinema and what film would you watch?**

**Louis-Philippe Roussy:** I've been wanting to go see Dune part two, directed by Denis Villeneuve, a cinematic mastermind also from the province of Quebec. As far as company goes, my only criterion for a partner is quietness during the movie.

**You have a month's holiday. Where do you go?**





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**Louis-Philippe Roussy:** Somewhere in south Asia. Thailand, Vietnam, Indonesia, are bucket list destinations for me.

**Which three things would you take with you to a deserted island?**

**Louis-Philippe Roussy:** A book, my golf bag and maybe a friend to keep me company or else I'd go insane in no time!

**If you could swap lives with somebody for a day, who would it be?**

**Louis-Philippe Roussy:** Tiger Woods.

**Is there anything you would never do again?**

**Louis-Philippe Roussy:** Deep-sea fishing. Travelling to central America during hurricane season.

**Do you have some good advice you want to share with our readers?**

**Louis-Philippe Roussy:** You miss 100% of the shots you don't take. **e**



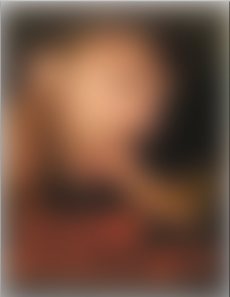
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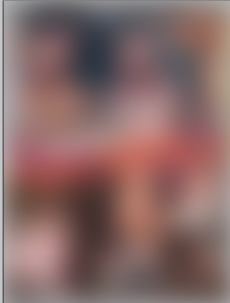




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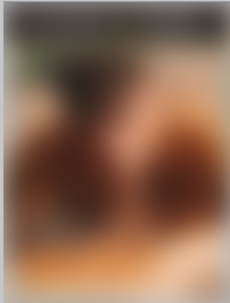
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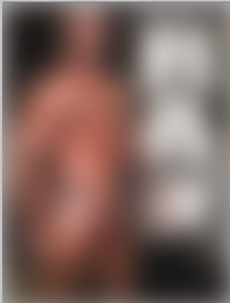
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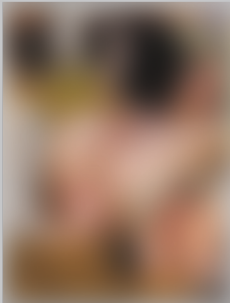
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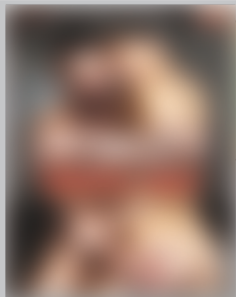
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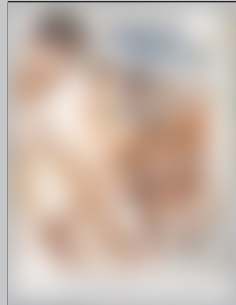
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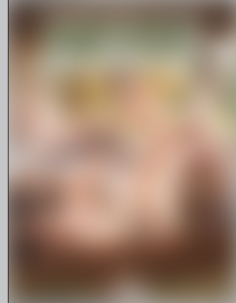
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Managing director  
**Christine Rüter (-13),**  
crueter@mptoday.de



Publishing director /  
eroFame  
**Wieland Hofmeister (-15)**  
whofmeister@mptoday.de



Editor in chief  
**Matthias Johnson (-23)**  
mjohnson@mptoday.de



Grafik  
**Jonas Buyken (-26)**  
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Graphics  
**Thomas Davidjan (-17)**  
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Administration  
**Sharon Lakomy (-22)**  
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