

# e|a|n|

Official media  
cooperation partner  
**ereFame**  
**anime / SHOW**  
FOUNDER: Adult Industry Manufacturers Expo  
**XBIZ**  
THE ADULT INDUSTRY SOURCE

Europe's first choice for the erotic trade



# Orgie

Dare Yourself.

Your Best Assortment of Sensual Cosmetics





art.no. 11570002



art.no. 11570001



art.no. 11570003





cobecobio

# Only the best from, and for our nature.

## Natural Lubricant

An intimate water-based lubricant with 100% natural and vegan ingredients, without synthetic fragrances, colors and flavors.

## Natural Massage Oil

A neutral massage oil with completely natural and vegan ingredients without perfume.

## Natural Toy Cleaner

A toy cleaner specially developed to hygienically clean erotic toys and has more than 97% natural ingredients.



RECYCLED &  
BIODEGRADABLE  
PACKAGING



BIO FRIENDLY  
INGREDIENTS



VEGAN  
PRODUCTS



EASY LABEL  
SEPARATION IN  
RECYCLE PROCESS

## COBECO:PHARMA

private label producer and wholesaler of pharmaceutical, cosmetic and stimulating products

Hertzstraat 2 | 2652 XX Berkel en Rodenrijs | the Netherlands | Telephone : +31 (0)10 - 290 09 91  
E-mail general : [info@cobeco.nl](mailto:info@cobeco.nl) | E-mail sales : [sales@cobeco.nl](mailto:sales@cobeco.nl) | Web : [www.cobecopharma.com](http://www.cobecopharma.com)

NCV  
nph





58



*Management change at O-Products: Andre Visser is the company's new CEO*

112



*Eropartner adds Damaris Sikkink and Maurice Kivits to the team*

74



*Mario Romero, co-founder and CEO of Dreamlove, shares his view on the challenges facing the sex toy market*

*With Pulse Galaxie, the stars will light up your bedroom - Maybritt Carstensen, SVAKOM Key Account Manager for Europe, tells us how it works*



66

104



*Mark Boderius, Head of Purchase and Product Development at ORION, tells us about a special accolade conferred on the Belou Rotating Vulva Massager*

100



*URBAN by ToyJoy - Rick Zwaan, Product Developer at SCALA, ushers in a new era of luxury sex toys*

146



*Pawel Graczyk outlines the unique selling points of Crazy Horse, the latest collection from WHIPS*

142



*Suki Dunham, founder and CEO of OhMiBod, presents SPHINX: app-controlled, vibrating nipple clamps*





*Which products will dominate the market this year? EAN asked Andrea Rey, co-founder of the Biird brand, for her predictions*

**128**



*Roman Plaza, head of Plazacraft, presents the latest expansion of his card game, 'The Lovers'*

**150**




Europe's 1st choice for the erotic trade

Europe's 1st choice for the erotic trade present:

**eroFame**  
B2B Trade Convention

The international b2b trade fair for the erotic industry

Hannover Messe  
30539 Hanover  
Germany  
**25.-27. September 2024**

[www.erofame.eu](http://www.erofame.eu)



## News:

International Business News

06

## Feature:

To each their own

38

## Column:

Embracing and Ensuring Diversity and Inclusion in Sexual Wellness PR

40

## Column:

Boost E-commerce Revenue: Quick Tips for Transforming with Behavioural Insights

44

## Column:

Love me, love me not...the V-day conundrum

52

## Interview:

Maybritt Carstensen (SVAKOM)

66

## Interview:

Mario Romero (Dreamlove)

74

## Interview:

Mark Boderius (ORION)

104

## Interview:

Trudy Pijnacker (SCALA)

124

## Interview:

Fish Zang (Tracy's Dog)

136

## Interview:

Suki Dunham (OhMiBod)

142

## Interview:

Sean Quinn (All Point Retail)

154

## Monthly Mayhem:

162

## Highstreet:

166

## EAN Calendar:

170





letter from the editor

Dear Ladies and Gentlemen

*It is said that you have to challenge yourself if you want to grow. As far as our industry is concerned, there has never been a lack of challenges (and there probably never will be). Fortunately, there has also been a lot of growing throughout the years, as nobody can deny. Such growth is more easily achieved when you can anticipate future challenges. And since we live in fast-paced, complex, and currently also rather unpredictable times, it is all the more important to keep your eyes and ears wide open. At EAN, we try to do our part, traditionally asking interviewees at the beginning of a new year about the challenges and obstacles they expect to see in the upcoming months. And this year is no different, with the big question being whether or not the golden age of the sex toy market - that many market research institutes predicted during the pandemic years - will finally dawn in 2024.*

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

## André Visser is the new CEO of O-Products

Change at the management level

**Schiedam, The Netherlands - O-Products announces that Andre Visser has joined the Netherlands-based company as its new CEO. "I am looking forward to my new role and to opening a new chapter in the history of O-Products together with my new colleagues, which will be characterised by growth and continuous development."**



From expanding our product lines to improving customer service, we are committed to making O-Products even bigger and better and taking the company to the next level!" says André Visser. "André comes to us with a wealth of experience and a proven track record in the sex toy industry. His leadership skills and strategic vision make him the perfect

fit to lead O-Products into a new era of success," explains Joop Visser, company founder and former CEO. André Visser has worked for several well-known companies in the industry, such as Playhouse, Scala, Leg Avenue, EDC Wholesale and Dildos Assorted. He brings a wealth of experience to O-Products, including sales skills, leadership qualities, industry knowledge and a global network. He has also made a significant contribution to building up companies and leading them to success. "André brings 25 years of experience to the table. His commitment to excellence, innovation, and customer satisfaction aligns perfectly with the values that define O-Products. We're confident that André's leadership will propel O-Products to new heights and contribute to our ongoing success," continues Joop, who, having built the company into what it is today, will be focussing more on improving the company's internal processes.





## Wicked Sensual Care is introducing Jelle Plus

A safer alternative to using numbing agents for anal play

**Los Angeles, USA - As everyone may already know, lube is both essential and necessary for anal play since human bodies don't self lubricate there.**

**W**icked Sensual Care has created Jelle Plus with natural relaxants and other beneficial ingredients to give safer options for anal play and increase pleasure at the same time. Jelle Plus has a unique formula featuring: clove oil and jojoba as natural relaxants, ar-



nica, aloe, juniper, and vitamin E to soothe, signature olive leaf extract for extra protection, and never contains animal products, glycerin, parabens, or propylene glycol. It's also latex friendly and safe for all toy materials.

e

*BeauMents*

**DOUBLE PLEASURE FOR HER AND HIM!**

**st RUBBER**

Schneider & Tiburtius Rubber Vertriebsgesellschaft mbH  
D-66787 Wadgassen-Hostenbach  
T +49 6834 4006-0 · F +49 6834 4006-11  
info@st-rubber.de

**STRUBBI.COM**



# OhMiBod unveils SPHINX

App-controlled wearable vibrating nipple clamps

**Stratham, USA - OhMiBod announces the latest addition to its expansive collection of app-controlled vibrators with Sphinx, the brand's first ever wearable vibrating nipple clamps.**



OhMiBod Sphinx seamlessly blends fine jewelry with cutting-edge pleasure technology. Crafted for spotlight-stealing seduction, Sphinx delivers both aesthetic allure and practicality, featuring ridged nipple clamps to ensure stability during use for an enhanced experience. “This product is a first for OhMiBod, which is why it was so important for us to get it right,” said Suki Dunham. “We wanted to create something for our customers that was comfortable to wear, show-stoppingly beautiful, and

most importantly, offers outstanding functionality.” Sphinx is OhMiBod’s most synergetic product, using the OhMiBod Remote App users can sync the nipple clamps to other OhMiBod app-controlled pleasure products for a mind-blowing full body experience. Similar to numerous OhMiBod products, the Sphinx is Bluetooth-enabled and app-controlled, making it perfect for spicy couple’s play or long-distance relationships. The nipple clamps will also vibrate to Spotify or Apple Music playlists.

e

## INTENSE FETISH



Carmona, Spain - INTENSE FETISH is the name of the new collection from INTENSE, consisting of a variety of accessories designed specifically for BDSM practices. All products are made with cruelty-free materials such as vegan leather, metal, and neoprene. In addition of being durable, these materials are also hypoallergenic. The new collection includes wrist and ankle cuffs, a paddle, a collar, a blindfold,

and a gag. These accessories enable a variety of activities, such as restricting mobility with the cuffs, defining roles within the game with the gag or collar, and experimenting with sensory restraint using the blindfold. Discipline instruments such as the flogger and paddle are also included, ideal for those who enjoy spanking. The entire INTENSE FETISH collection is now available at [www.dreamlove.es](http://www.dreamlove.es).

e

## SHOTS is presenting the latest addition to the VIVE collection

MIKA Flapping Tongue Rabbit vibrator

*Beneden-Leeuwen, The Netherlands - Introducing the MIKA Flapping Tongue Rabbit vibrator, a revolutionary pleasure device that transcends the ordinary with its unique design and cutting-edge technology.*

This exceptional vibrator is equipped with three independently controlled New Generation F1 10-speed/function motors, ensuring an unparalleled experience. The MIKA offers a trifecta of sensations with its flapping tongue G-spot motor function, a vibrating tip, and an outer clitoral Rabbit function. What sets



this vibrator apart is its versatility, boasting over 1000 different combinations to explore and discover new realms of pleasure. When the climax is near, a simple touch of the special function climax button unleashes the full power and speed of all motors simultaneously, providing an intense and satisfying experience. **e**

NEW

**GOLD MAX**



**A Better Way to  
Shop Wholesale**

... The **Most Effective** Male Enhancements  
... **Supplying** the Adult Industry Worldwide Since 2009  
... **Supporting** On-line & Bricks & Mortar Customers

**Trade@rcc-wholesale.com**

**www.rcc-wholesale.com**




# Sexy elegance from Noir Handmade

ORION Wholesale

***Flensburg, Germany - New outfits from the bestselling label Noir Handmade are now available at ORION Wholesale.***




Whether it's an elegant mini dress in black powerwetlook combined with fine lace, a sexy lace catsuit with a powerwetlook waist and panty section or a breathtaking bodysuit also in a combination of lace and powerwetlook: the new outfits from Noir Handmade look simply stunning and stylish and fit like a second skin – especially the sophisticated leggings with an open crotch and the skin-tight mini dress in powerwetlook. Special eye-catchers

are the stylish catsuit and the sensational maxi dress made of mesh with a floral velvet flock print. All outfits from Noir Handmade are available in sizes S, M, L and XL. As the collections always run slightly smaller, there is a special size chart for these items available through ORION Wholesale. The Noir Handmade collections are delivered in high-quality cardboard packaging with detailed images of each product and multi-lingual product descriptions. 

## Six new Secret Kisses at Tonga



Axel, The Netherlands - The new Secret Kisses toys were designed to elevate sensory experiences and to fulfil users' deepest desires. The collection includes the Rose Blossom Licker Tongue Vibrator that is compact yet powerful and has 10 tantalizing licking modes and a Magnetic Panty Vibe made of luxurious smooth silicone that discreetly fits any panty and has 10 vibration modes easily operatable with the remote control. The elegant beauties of the range are two tall vibes, one of which

is a wand that offers clicking, flicking, clit-teasing tongue stimulation with 5 patterns and 4 intensities; the other one is a slim and flexible G-spot stimulator. And last but not least the butt plugs to seduce those who like anal stimulation. Uniquely shaped for backdoor pleasure and with a remote control for versatile and convenient play. All new Secret Kisses toys are splashproof and hypoallergenic and come with a magnetic USB cable, a storage bag and an instruction manual. 

## JO adds new H2O Anal Thick to its brand portfolio

Marketing & promotion materials are available

**Santa Clarita, USA - New Anal Thick is five times thicker than the current best-selling water-based anal formula, JO H2O Anal.**

Made for those looking for an extra cushiony experience without compromising the glide, this water-based lubricant delivers a smooth feel and extra protection for soft tissue. Never sticky, H2O Anal Thick is made without parabens, fragrances, or desensitizers. "We are very excited about our new H2O Anal Thick,"



says Brian Woolard, General Manager. "We have been anticipating the release of this product and it is the perfect addition to the JO anal lineup. We are also arming our customers with marketing materials and other tools to help promote this new product to their own customers ahead of the official January 2024 launch."

e

# SUN SET

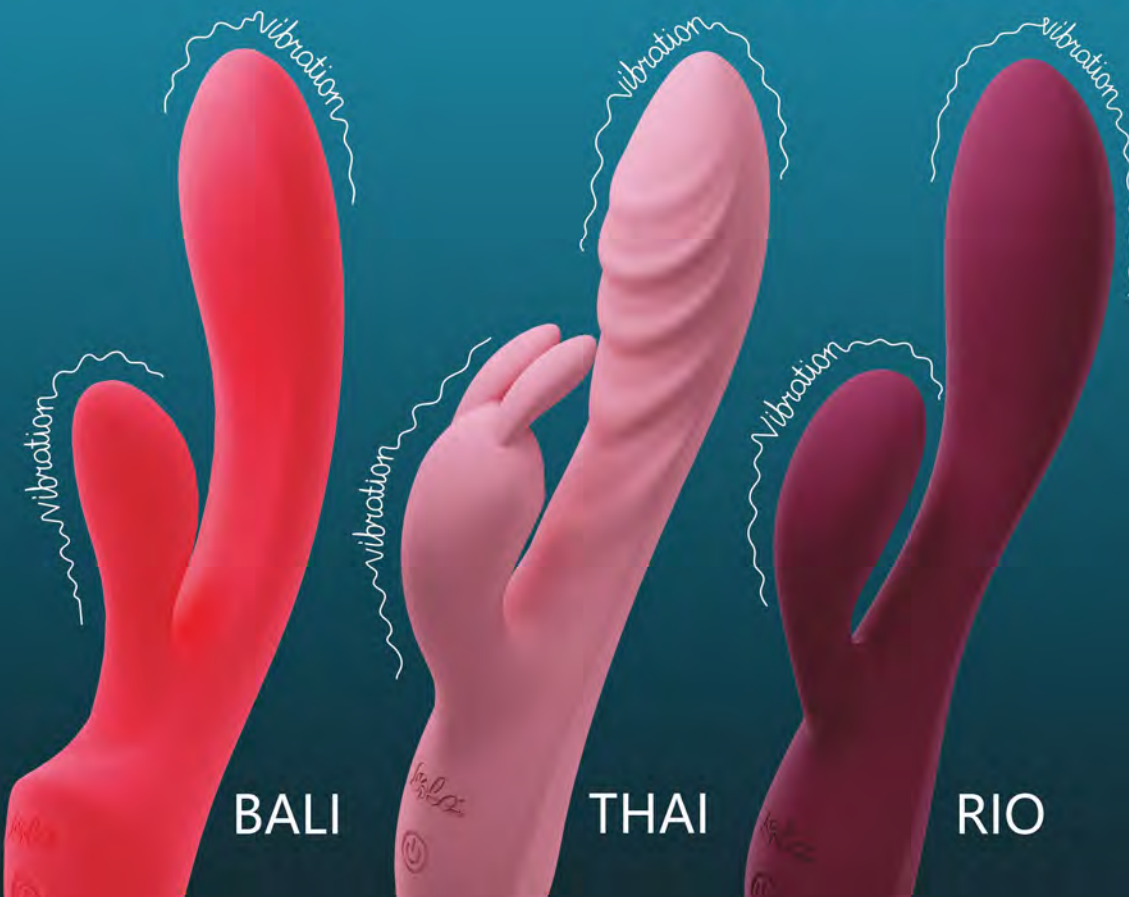
[www.lolagames.net](http://www.lolagames.net)

Totally  
bendable

Full liquid  
silicone

Powerful  
& quiet

*Lola* games



BALI

THAI

RIO





# *ero*Fame

## *Global Trade Convention*

The international b2b trade fair for the erotic industry  
Internationale b2b Fachhandelsmesse für den Erotikmarkt  
Hannover Messe • 30521 Hannover • Germany

# 25–27 September 2024

**Only for trade members. Free to attend.**

Toys • Fashion • Pharmaceuticals • Consumables • Movies • Magazines  
and much, much more

Toys • Mode • Pharmazeutika • Hilfsmittel • Filme • Magazine  
und vieles mehr

the eroFame 2024 is sponsored by:

**SCALA**

**ORION**



**st** RUBBER



*We are  
different*

*Europa's most important trade  
fair for the erotic industry*

- Only for trade members
- Free admittance for registered trade members
- In-depth conversations in a relaxed atmosphere
- International and marketrelevant exhibitors
- Bus shuttle to the partner hotels



- Catering service for your customers included
- Unique exhibition area at the EXPO City Hanover
- Oktoberfest for all exhibitors and visitors

**Contact:**

mediatainment productions GmbH  
eroFame GmbH  
Große Kampstraße 3  
31319 Sehnde  
Germany

Tel: +49(0)5138 60 220-0  
Fax: +49(0)5138 60 220-29  
[info@erofame.eu](mailto:info@erofame.eu)



# Belou 'Rotating Vulva Massager' has received the German Design Award 2024

ORION Wholesale

**Flensburg, Germany - Powerful, luxurious and innovative: The Belou 'Rotating Vulva Massager' is not just a delight for the hand, but also unites intense pearl rotation with thrilling vibration for an entirely new pleasure experience.**



Now, the silky hotspot specialist from ORION has received the German Design Award 2024. The German Design Award is one of the most recognised international design awards for product and communication design. It has been given out annually by the German Design Council. The Belou 'Rotating Vulva Massager' is honoured in the category 'Excellent Product Design / Bath and Wellness'. The jury's reasoning: "The Belou serves both as an arousing adult toy and as a full-body massager. Thanks to its ergonomic shape and holding ring, it sits comfortably in the hand. From an aesthetic

standpoint, it is also a very modern and high-quality product that doesn't reveal its true purpose at first glance." The Belou 'Rotating Vulva Massager' is an ergonomically designed lay-on vibrator that enriches every lovemaking session with its truly unique design. A total of five massage pearls that stimulate blood circulation surround a soft vibration cushion and offer unimaginable highs for hotspots such as the vulva and clitoris. Thanks to the fold-out retaining ring, the Belou 'Rotating Vulva Massager' also lies comfortably in the hand and can be used for stimulating massages all over the body. **e**

## Swiss Navy releases new Limited Edition Playful Flavors



Pompano Beach, USA - M.D. Science Lab is releasing a new limited-edition flavor in their award-winning 4 in 1 Playful Flavors collection. This bestselling line will now include one more flavor profile that consumers will immediately connect with – Sweethearts! Sweethearts are

an iconic heart-shaped candy that has been shared by lovers for more than a century. These classic candies symbolize love and bring back memories of youthful delight and pure sweetness with their uniquely subtle flavor blend of cherry, banana, strawberry, grape, and orange. **e**

## BRUTUS GET CLEAN Soft PVC Rubber Enema Bulb

New at DUSED0

**Amsterdam, The Netherlands -**  
**The BRUTUS GET CLEAN Soft PVC Rubber Enema Bulb is the ultimate companion for intimate cleansing, that opens the door to a world of comfort and cleanliness.**



This versatile enema bulb is designed for both anal and vaginal use. The BRUTUS GET CLEAN boasts a luxuriously soft nozzle, ensuring a gentle and pleasurable experience every time. Featuring a generous 310 ml reservoir equipped with a non-return valve, this enema bulb sets a new standard for hygiene. Bid farewell to worries about water flowing back into the bulb – the innovative design ensures a seamless and clean process. Cleaning is a breeze with the easily removable nozzle, crafted from phthalate-free soft PVC Rubber.

e

# Health & Libido Boosters

## Male Enhancement



## Testo Boosters



## Prostate Support



## Stamina






## New sexy lingerie from 'Obsessive' available at ORION Wholesale

Exciting, figure-flattering designs

**Flensburg, Germany - From now on new sexy lingerie pieces of the label 'Obsessive' are available at ORION Wholesale. 'Obsessive' has gained recognition among customers as a brand that combines exceptional quality with unique design – lingerie that emphasizes individuality and radiates femininity.**




With a wide range that includes subtle romantic patterns as well as bold, seductive models, 'Obsessive' has captured the hearts of customers in over 60 countries who want to put their femininity in the limelight in a stylish, sensual and confident way. The sexy lingerie stands out because of the exciting, figure-flattering designs and lots of love for detail. The lingerie from 'Obsessive' is delivered in a high-quality cardboard box

that can also be used as a gift box. This cardboard box is covered in an additional cardboard slipcase with an image of the respective product and a description of the product in English on it as well. ORION Wholesale has had the high-quality lingerie from 'Obsessive' in its assortment since the beginning of 2019 and is now the exclusive distributor of lingerie from the high-class label in selected European markets. 

## Kheper Games, Inc. starts shipping 13 new products after ANME



Seattle, USA - Kheper Games is announcing that 13 new skus are now shipping. '40 Reasons to Party' is a set of 40 illustrated cards that give you fun reasons and ideas on how to party. '40 Reasons to Have Sex' is a set of 40 sexy cards that give you funny reasons and ideas on how to have great sex! 'Drink if...the Totally F\*cked up' version applies their What the F\*ck? line's humor to their best-selling 'Drink if...' line.

Additional new romance items include a 'Love Your Pussy Bath Bomb' (with waterproof vibe inside), 'Boobie Bath Bombs', and Fishbowl options for 'Love Your Pussy' and 'Sex Fortune Cookie Bath Bombs'. On the novelty side, they are launching a 'Progress Sash', 'Progress Bachelor Sash', 'Progress Bachelorette Sash', 'Freeze Dried Rainbow Pecker Candy', 'Body Shot Pasties', and a 'Naughty Candy Dish'. 



**Bronx**  
11028  
RRP: € 59,99



**Twist**  
11021  
RRP: € 59,99



**Bloom**  
11023  
RRP: €44,99



**Verve**  
11020  
RRP: € 53,99



**Nova**  
11027  
RRP: € 59,99



**Elixir**  
11024  
RRP: € 44,99



**Flamengo**  
11022  
RRP: € 57,99



**Fusion**  
11026  
RRP: € 44,99

URBAN  
by TOYJOY  
CITY  
LIGHTS,  
COSMOPOLITAN  
NIGHTS



WWW.SCALA-NL.COM  
SALES@SCALA-NL.COM  
+31 (0)24 202 2390

**SCALA**



# Rosenrot – romantic & playful sex toys in a rose design

New at ORION Wholesale

**Flensburg, Germany - With Rosenrot, ORION Wholesale is now launching a new You2Toys range of romantic and playful sex toys in a rose design.**



The collection consists of four sex toys in a sensual red colour. They have a velvety Soft Touch texture and each has a small rose element for a special pleasure experience. High-quality silicone ensures easy insertion as well as a very pleasant feeling on the skin during play and pleasure. The Rosenrot sex toys are also waterproof, allowing for erotic

moments in the bath and shower. The toys can be recharged using the included USB charging cable. The Rosenrot sex toys are delivered in cardboard packaging with multi-lingual item descriptions. For the sake of the environment, no plastic was used in the packaging. The packaging can be displayed standing or hung up in the centre.

e

## OUCH! Xtreme: perfect for the more adventurous souls out there



Beneden-Leeuwen, The Netherlands - OUCH! Xtreme is designed for the more experienced BDSM product users and offers a wide range of items that go beyond traditional handcuffs and ball gags – like funnel gags, labia spreaders, body bags, and more. OUCH! Xtreme is perfect for the more adventurous souls out there. Therefore, the brand understands that comfort and safety are essential, especially during intense (BDSM) play, and its designs reflect that commitment. OUCH! Xtreme ensures a perfect fit for every user with

adjustable features on all products. In addition, these items are made from premium PU leather, ensuring good durability, and allowing users to explore their desires with confidence. The items are presented in a distinctive packaging that combines dark grey with bold yellow stripes placed as a big X. This color combination of dark grey and vibrant yellow not only captures attention on the shelves but also reflects a sense of boldness, stimulating the overall visual appeal and making a lasting impression.

e

# Ero//Spain

**Erospain takes over Barcelona!**

The second edition of the Mediterranean  
**B2B EXPO** returns once again to **Barcelona**.

**May 05-07, 2024.**

Fira Barcelona- Montjuïc, Spain.

Sponsored by

**Satisfyer**



**SHUNGA**  
EROTIC ART II

**SVAKOM**

**TENGA**  
NEW ADULT CONCEPT



# Pulse Galaxie

SVAKOM launches sex toy with starlight projector

***Los Angeles, USA - SVAKOM has launched Pulse Galaxie, its latest air wave pulse stimulator featuring a sensual starlight projector.***



**H**arnessing SVAKOM's patented Pulse Technology, Pulse Galaxie uses air waves to create a suction effect that stimulates the clitoris without direct contact. It can also be used with the SVAKOM App, allowing users to customize settings as well as enjoy long-distance toy control and partner interaction. "Our Pulse Technology has been carefully engineered to redefine orgasms created by air-suction toys, and we've taken it an exciting step further with Pulse Galaxie," a company representative said. "Blending sexual pleasure with homeware, Pulse Galaxie has a char-

ging dock that can project light in a starry display when the toy is removed. When not in use, the oval-shape design resembles home decor." Highlights of Pulse Galaxie include: Pulse Technology in 5 suction modes and 5 intensities / Built-in light projection offering a starry display in 3 modes / Customization and long-distance control via app on a Bluetooth-enabled device / Battery indicator lights and USB-C rechargeable dock / Memory function resuming on the last suction mode used / Travel lock to prevent accidental turn-ons in between uses. **e**

## New sexy lingerie from Daring Intimates



Wijchen, The Netherlands - Daring Intimates proudly announces the launch of an array of new styles. The latest range includes a variety of tantalizing styles that cater to diverse tastes, ensuring that every woman can find her perfect expression of seduction. Among the highlights are the High-Waist Lace Bodysuit, Underwire Bustier, Halter Bra with Garterbelt,

Floral Lace Dress, Red Lace Bodysuit with Open Crotch, Unlined Bra Set, Strappy Lace Bra Set, Fishnet Bra Set, and the show-stopping Purple Lace Bodysuit with Open Crotch. The high-quality materials used ensure comfort without compromising on style, promising a flawless fit for every body type. The collection is exclusively available at SCALA. **e**

est.  
**1999**  
**PHEROMONE**  
eau de parfum

**LONDON**  
**MIAMI**  
**TOKYO**  
**DUBAI**

*The Four cities converge!*  
*Convenience meets*  
*Portability.*

**HOT**

London - Miami - Tokyo



PHEROMONE PERFUME TESTERBOX, MAN  
4 X 5ML  
ART. NO. 55401

PHEROMONE PERFUME TESTERBOX, WOMAN  
4 X 5ML  
ART. NO. 55400

HOT Productions & Vertriebs GmbH: [www.world-of-hot.com](http://www.world-of-hot.com) /// Wagrain Str. 35 /// 4840 Vöcklabruck ///  
AUSTRIA email: [office@hot-dl.com](mailto:office@hot-dl.com) /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossiste /// Disponible a través de su vendedor mayorista /// Disponibili presso il vostro grossista ///  
Verkrijgbaar bij uw groothandel /// Disponível junto do seu comerciante grossista /// Fåes hos din engros forhandler /// Finns hos Din grossist /// Dostępne w państwie hurtowniach

**HOT**

London - Miami - Tokyo



# XR Brands introduces e-Stim Impact Tool Collection from Zeus Electrosex

Upgrade & intensify impact play with the powerful sting of electrostimulation

**Huntington Beach, USA - XR Brands is proud to announce the new E-stim Spiked Paddle, E-stim Baton, and E-stim Crop.**



Each is designed to take impact play to the next level by incorporating the intensity of electrostimulation, which offers a powerful sting with every satisfying slap, smack, or spank. The E-stim Spiked Paddle is a two-sided paddle that offers two unique experiences. One side is flat and smooth, akin to a classic paddle design, and the other is equipped with 10 nickel-free, zinc alloy spikes that bite like little teeth, creating a memorable sensation without breaking the skin. These spikes also deliver satisfying zaps when users turn on the electrostimulation, with two intensity le-

vels to choose from. The E-stim Spiked Paddle is covered in vegan-friendly, faux (PU) leather and is USB-rechargeable. The E-stim Baton looks innocent at first glance, but this baton delivers 360 degrees of e-stim power across its entire surface. Users can choose between two different levels of intensity and position the baton differently to further intensify the stimulation. Sensation is more dispersed and less intense along the sides of the baton, while two round circles of metal at the top deliver a more intense, pinpoint sensation.

e

## pjur presents its first stimulating gel for women at the ANME Show



Wasserbillig, Luxembourg - At this year's ANME Show in Burbank (California) all eyes were on the year's newest products: pjur WOMAN Lust and pjur WOMAN Lust Intense. The premium lubricant manufacturer made the most of the year's opening

international trade fair by introducing the world to its very first stimulating gel for women. With this brand-new premium product, pjur is expanding its product portfolio and announcing its entry onto the worldwide market for female stimulation products.

e

Womanizer  
THE ORIGINAL



# Next

Experience the new  
depths of pleasure



### 3D Pleasure Air Technology

Improved contactless clitoral air stimulation through air waves for a richer, more varied sensation.



### Climax Control

Select from three different intensity levels to adjust the depth of Pleasure Air for a deeper, richer clitoral stimulation.



### Autopilot

Let Next guide your pleasure by choosing from three pre-set intensity journeys.



**Next Black**  
WZNT1SG9



**Next Dark Purple**  
WZNT1SG4



**Next Sage**  
WZNT1SG8



# International Lovecherry is introducing Intoyou App Series

Merging design and technology

**Alicante, Spain - The new Intoyou App Series represents a cutting-edge and contemporary line that seamlessly merges design and technology in an exceptional manner, giving consumers a unique experience as they discover a range of technologically advanced toys.**



The most exciting aspect is the ability to control their numerous functions through ActiveJoy, Lovecherry's free application. This innovative app allows to enjoy these toys at short, medium, and long distances, providing users with flexibility and excitement. With ActiveJoy, users can enjoy moments with their partner both up close and from a distance, play to the rhythm of music, and explore numerous

vibration modes and speeds using the Touch Control function, among other possibilities. This function stands out as the best, allowing to enjoy all features easily and intuitively. The egg itself is designed with a rounded tip and an ideal body for safe and easy insertion and extraction, this egg is made with a double-layer hyper-silky silicone, extending its durability for long-lasting enjoyment.

e

## Womanizer Next



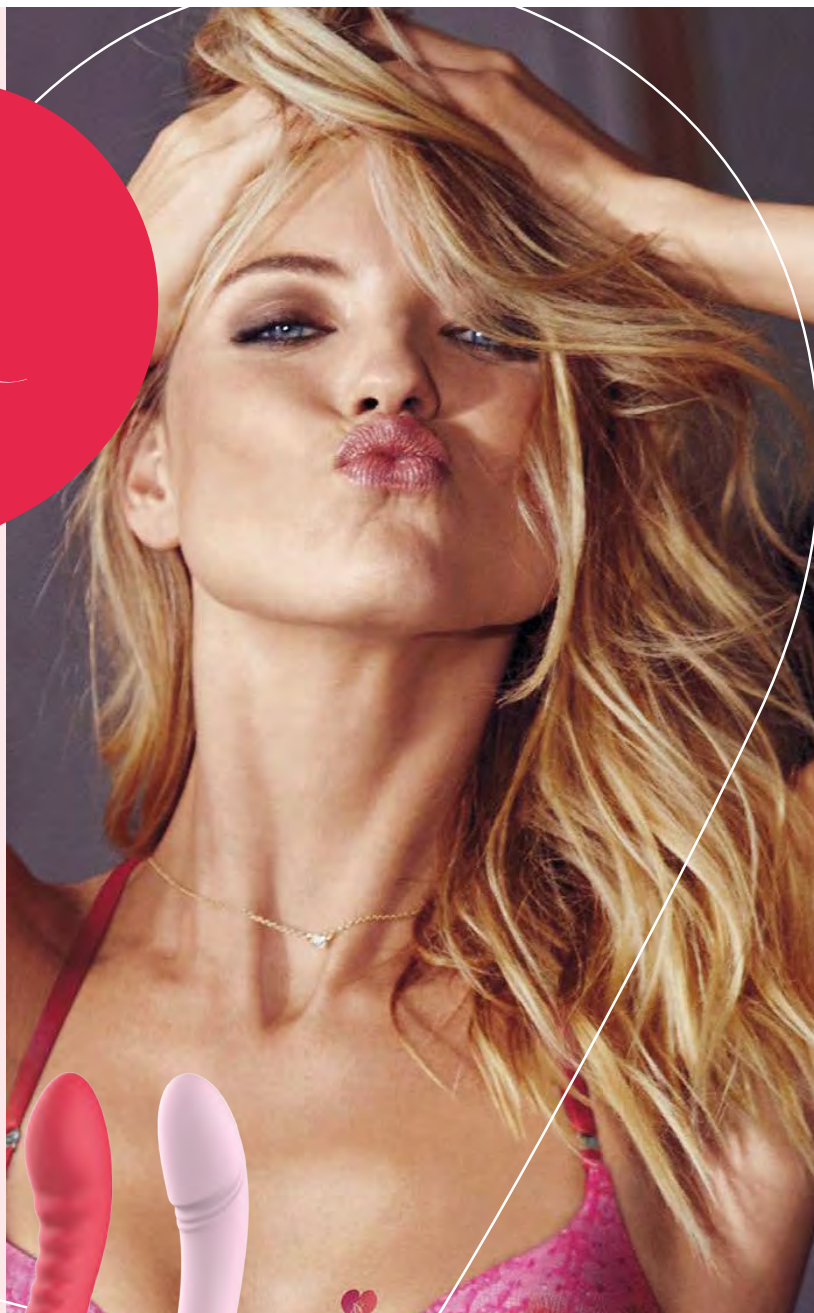
Berlin, Germany - Womanizer Next introduces 3D Pleasure Air Technology, the reimagined version of the brand's signature Pleasure Air Technology (PAT) that uses changes in air pressure to stimulate the clitoris. PAT involves contactless or indirect stimulation of the clitoris glans, the most sensitive part of the vulva, using enclosed air. The expanded 3D Pleasure Air has been in development since the very first Womanizers: "Even though our PAT devices had seen unprecedented market

success and worked well for users, user testing showed that it was too intense for some, but it wasn't enough for others. This conflicting feedback meant we had to create something that appeased both ends of the spectrum," said Tobias Zegenhagen, Chief Product Officer at Womanizer. "If you think about it in terms of music, I would say that if the original Pleasure Air Technology can play single notes, 3D Pleasure Air can perform an entire symphony."

e

# AMOUR

## SWEET MOMENTS OF JOY



a lovely  
new collection

by  
**dt**  
dreamtoys



100% silicone



10 vibration



splashproof



rechargeable



flexible shaft



# Crazy Horse

WHIPS Collection releases new product line

***Wroclaw, Poland - The new collection made of the highest quality natural leather not only meets practical needs, but also expresses individual style in the intimate world of BDSM, offering the highest level of experience.***



The new line includes handcuffs, collars, whips and leashes. Pawel has this to say about the handcuffs: "The bond between the person restrained and the person doing the restraining is unique and inseparable. Just like our handcuffs and connectors. The technologies we use will provide you with both strong impressions and comfort of use. What WHIPS has joined together, let no man put asunder." Collars are most important symbol in the BDSM community, so they require special attention. "We respect the emotional charge behind choosing this particular, handcrafted

collar and that is why our collections are so unique and refined in every detail. Modern design with a hint of decadence and classicity will be both an elegant decoration and will remind your bottom who is in charge." The leashes in the line are made of strong, polished chains that harmonize beautifully with the metal elements of the collar. Pawel has also thought about the subject of whips: "Are you fed up with constantly breaking riding crops and whip handles falling off? We too. That's why our beaters have passed strict quality tests in the hands of beautiful Polish Prodommes."

e

## SPORTFUCKER Cockrings



Amsterdam, The Netherlands - The SPORTFUCKER Cockrings featuring a Ball Stretcher are the perfect blend of comfort and allure – a mesmerizing combo crafted from high-quality TPE or Liquid Silicone. Lubed up to perfection, these rings glide seamlessly against the skin, providing a snug fit without any hint of discomfort.

The ergonomic design ensures easy wear, making it ideal for solo adventures or shared intimate moments. Whether for curious beginners exploring new sensations or experienced players looking to push the boundaries, these products are the gateway to enhanced pleasure. Now available from DUSED0

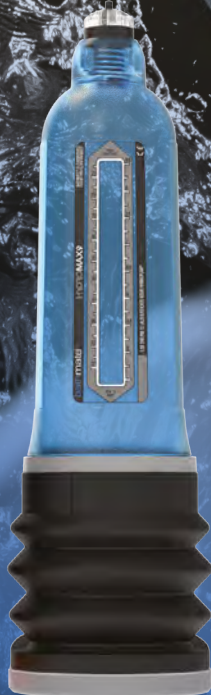
e

# bathmate®

J U S T   A D D   W A T E R

the premier choice for enhancing your customers sexual performance, size, and endurance.

Provide your customers with a transformative experience that sets your offerings apart!



Real Results



Easy to use



Safe Design



Guaranteed Performance



Discover the entire collection on **shots.nl**



# The Sunset Collection

Introducing Lola Games' new bendable, liquid silicone vibrators

***Prague, Czech Republic - Lola Games is thrilled to unveil the Sunset Collection, a new line of vibrators designed to elevate pleasure and satisfaction.***



This exciting collection features three models – Bali, Thai, and Rio – each meticulously crafted from premium liquid silicone. Not only are these vibrators bendable, but they also deliver powerful and discreet performance, making them an ideal choice for intense and private pleasure. The Sunset vibrators are designed to enhance users' sexual experiences and potentially aid in the development of vaginal orgasms. With their ability

to provide more intense and focused stimulation than manual touch alone, these vibrators may help achieve higher levels of arousal and potentially unlock different types of orgasms. Each model in the collection is equipped with two motors, ensuring a double dose of stimulation for maximum pleasure. Furthermore, the vibrators are completely waterproof, allowing users to indulge in their desires in the bath or shower without any limitations. **e**

## ,The Lovers - Stories'



Krakow, Poland - The creators of 'The Lovers' announced a new version of the game 'The Lovers Stories – Romantic' level. The second 'Hardcore' level will be released in 2024. 'Stories' is a new release of 'The Lovers' game series, where partners take on different roles that they have to play with each other. Eroticism, passion, perversion and surprise are the basic assumptions of 'The Lovers' series, also in the 'Stories' version. 'Stories' is the next version of the series. This time, the partners play the characters of erotic stories.

Each presented description consists of a pair of scenarios surprising with an original plot, spice and perversion. As in other parts of the series, the basis of the game is not knowing your partner's cards, thanks to which 'The Lovers Stories' masterfully builds tension. Later in 2024, the premiere of the 'Hardcore' level will take place for lovers of stronger experiences, including BDSM. Last year, 'The Lovers' was translated into another language, so it is currently available in three language versions: Polish, English and French. **e**

# Rosenrot

A declaration of love  
to anyone who savours  
with all their senses.

ORION

WHOLESALE



- These toys will make your eyes light up
- Feel the velvety soft surface
- Enjoy their quiet and fragrance-free qualities
- Make them taste like your favourite lube



Waterproof IPX7



Soft Touch



Bendable



Rechargeable



BUSINESS MEETS PLEASURE

ORION-WHOLESALE.com

Tel. +49 461 5040-308 · wholesale@orion.de



# Sportsheets announces fourteen new products

Presentation at the ANME Show

***Cerritos, USA - Sportsheets is thrilled to announce the unveiling of 14 exciting additions to its product lineup. These new offerings are not merely about materials and features; they embody a commitment to understanding the desires of consumers and the pleasure these products bring.***



Through extensive research and insightful conversations with both customers and consumers, Sportsheets has devoted considerable thought, time, and energy to meet the most sought-after features in today's market. This dedication is evident in a novel approach to product development, setting a new standard that prioritizes quality and user experience, from the initial glance to the first application. Among the fourteen new items, the focus is on the end consumer. Five in-

novative strap-on variations have been crafted, incorporating highly requested features and designed to be size-inclusive, ensuring comfort, durability, and an unparalleled experience with every use. The combination of premium materials and inventive designs introduces a fresh perspective to strap-ons, elevating them beyond similar products. In addition to the new strap-ons, the Sportsheets brand and Saffron Collection unveil nine captivating items, delving into core aspects of BDSM and Kink. **e**

## ToyJoy introduces URBAN: A new era in luxury pleasure products



Wijchen, The Netherlands - ToyJoy proudly present the URBAN collection, an innovative line of luxury pleasure products that heralds a new era in self-indulgence. This collection is exclusively available at SCALA. URBAN is dedicated to those who savor every aspect of life. Tailored for successful, sophisticated individuals, URBAN toys epitomize luxury by

blending sleek design with groundbreaking features. Many URBAN toys feature a stimulating function that delicately tickles, targeting the clitoris, G-spot, penis, and scrotum. Aligned with modern environmental consciousness, every URBAN product is elegantly packaged in a luxurious carton gift box, free from unnecessary plastic. **e**



# XOUXOU

SILICONE LOVE TOYS

## FULL VARIETY IN ONE TOY: E-STIM & VIBRATION

Immediately ready to use  
without any power supply.  
Functions can be controlled  
separately or combined.  
Charging cable included.

DUAL MOTOR  
**E-STIM**  
G-SPOT  
VIBRATOR

REMOTE CONTROLLED  
**VIBRATING E-STIM**  
LOVE BALL

0555053



0555045



**ORION**

WHOLESALE



GENTLE ELECTRO-  
STIMULATION



10 POWERFUL  
VIBRATION MODES



10 GENTLE ELECTRO-  
STIMULATION MODES



SOFT TOUCH SILICONE



WATERPROOF IPX7

BUSINESS MEETS PLEASURE

**ORION-WHOLESALE.com**

Tel. +49 461 5040-308 · wholesale@orion.de



# BRUMA Premium Warming Massage Oil

New at Dreamlove

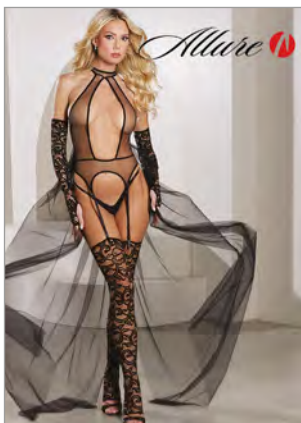
***Carmona, Spain - The Premium Warming Massage Oil with flavors from the BRUMA brand is presented in an elegant 100 ml bottle, and has been created to provide a unique and sensual experience, offering a relaxing and stimulating massage with a touch of warmth that makes it even more special.***



Its unique formula gently warms upon contact with the skin, generating a pleasant sensation of warmth that helps relieve tension and accumulated stress in the muscles. The Premium Warming Massage Oil is not only a massage oil but also a versatile and multifunctional product. It can be used as massage oil, intimate lubricant, and body oil to keep our skin soft and hydrated. BRUMA offers a wide range of delicious flavors, allowing couples to explore and enjoy

unique experiences. From exotic fragrances to refreshing flavors, this oil adds a distinctive sensory touch to the experience. It is completely gluten-free, paraben-free, sugar-free, and free from colorants, making it a safe choice for all skin types, even the most sensitive ones. It is important to highlight that this massage oil is compatible with latex condoms, making it the ideal choice for couples who want to practice safe activities and enjoy intimacy without worries. **e**

## Allure Lingerie debuts its SS 2024 collection



Mississauga, Canada - Allure will debut its 2024 collections at the Altitude show in Las Vegas. The lingerie brand spun a new tale of fantasy wear with gorgeous silhouettes, that beg to be worn every day. Why hide the 'good stuff' for a special day? Allure curated a feel of utter glamour & sexiness, with an exciting mix of options so everyone can choose their look to be dreamy, or have a rock star edge. The styles

are all unique in that they ignite that desire to play and to go outside of the 'normal' boudoir look. Allure's ethos has always been to design pieces that will not only mesmerize the consumer, but will have an impeccable fit that is also comfortable. Fine-tuned attention to detail, through fabric, fit and detachable elements which allow everyone to switch up the look with a snap. **e**

# XOUXOU

SILICONE LOVE TOYS

## HOT DOUBLE: ELECTRO SEX & VIBRO LUST

Immediately ready to use  
without any power supply.  
Functions can be controlled  
separately or combined.  
Charging cable included.

DUAL MOTOR  
**E-STIM**  
WAND &  
VIBRATOR

DUAL MOTOR  
**E-STIM**  
RABBIT VIBRATOR

0555061

0555070

ORION

WHOLESALE



GENTLE ELECTRO-STIMULATION



10 POWERFUL VIBRATION MODES



10 GENTLE ELECTRO-STIMULATION MODES



SOFT TOUCH SILICONE



WATERPROOF IPX7

BUSINESS MEETS PLEASURE

ORION-WHOLESALE.com

Tel. +49 461 5040-308 · wholesale@orion.de






# International Lovecherry presents ActiveJoy

Available for many Intoyou toys,

***Alicante, Spain - With their new app ActiveJoy International Lovecherry is redefining pleasure.***



The features of ActiveJoy are:  
Maximum Confidentiality: Securely explore your desires without notifications or storing personal data. / Total Control in Local Mode: Handle erotic toys like a remote control. Adjust intensity, speed and vibration patterns effortlessly. / Global Remote Connection: Break geographical barriers! Authorize your partner worldwide to control toys through the app. / Diverse Interaction Modes: From automatic modes to touch control, sync with music, or a partner of your choice. / GDPR Compliant: Your privacy is sacred. Our app strictly follows European data protection regulations,

ensuring utmost respect for your information. / Total Compatibility: Enjoy control and connection seamlessly on both Apple and Android devices. / Quick Download: Find ActiveJoy on the App Store or Google Play, and one-click download brings pleasure to your fingertips. / Constant Updates: Experience improvement with regular updates – new features, modes, and compatibility with the latest iOS/Android versions. / European Servers: Your security matters. Our app is hosted on European servers, ensuring a controlled and secure environment. / Available for many Intoyou toys, distributed International Lovecherry 

## Erodeals presents the 2024 DVD Packs catalogue



Zeewolde, The Netherlands - Erodeals is excited to announce the new '2024 DVD pack catalogue' with in total of 82 different packs varying from budget packs to bestsellers and packs with late

2023 title releases. Included are world-famous studios such as Seventeen, Wicked, Gender X, Pinko T-girls, Abby Winters and many others. For more information please visit [www.erodeals.eu](http://www.erodeals.eu) 

# XOUXOU

SILICONE LOVE TOYS

ORION

WHOLESALE

## 2IN1: ELECTRIFYING SEX & GOOD VIBRATIONS

Immediately ready to use  
without any power supply.  
Functions can be controlled  
separately or combined.  
Charging cable included.

0558397

0558400

REMOTE CONTROLLED  
**E-STIM**  
G&P-SPOT VIBRATOR

REMOTE CONTROLLED  
**VIBRATING E-STIM**  
LOVE BALLS



GENTLE ELECTRO-  
STIMULATION



10 POWERFUL  
VIBRATION MODES



10 GENTLE ELECTRO-  
STIMULATION MODES



SOFT TOUCH SILICONE



WATERPROOF IPX7

BUSINESS MEETS PLEASURE

ORION-WHOLESALE.com

Tel. +49 461 5040-308 · wholesale@orion.de





LELO

# deep impact

HUGO™ 2

app-controlled prostate massager



NEW



# pleasure guide

HUGO™ 2 Remote

remote-controlled prostate massage



We're thrilled to present two unparalleled prostate massagers designed to captivate your customers in unseen ways. Meet HUGO™ 2 and HUGO™ 2 Remote, both with many new upgrades and suitable for solo or couples' play.



### HUGO™ 2



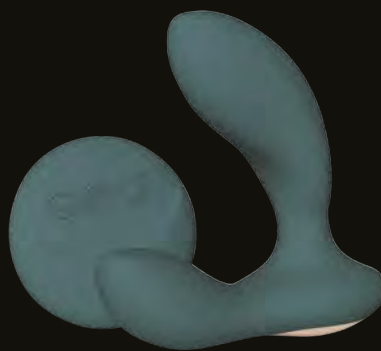
#### **SIXTEEN POWERFUL PLEASURE SETTINGS**

HUGO™ 2 offers 4 default settings and an additional 12 when connected to the LELO app



#### **APP - CONNECTED**

Connect your HUGO™ 2 to your smartphone via Bluetooth to gain greater control over the device and unlock additional modes



### HUGO™ 2 Remote



#### **EIGHT POWERFUL PLEASURE SETTINGS**

HUGO™ 2 Remote has prolonged battery life, more settings, and a wider range of intensities



#### **SENSEMOTION™ TECHNOLOGY**

SenseMotion™ technology, consisting of two modes, allows you to intensify vibrations by tilting or moving the remote in any direction



#### **SPECIAL FEATURE IN BOTH DEVICES**

Two motors in the base and tip with 20% more power for unmatched stimulation.

Retailers interested in stocking LELO products are invited to contact  
**sales@lelo.com** | **www.lelo.com**

# To each their own

Can porn stars compel consumers to buy certain sex toys?

# Yes



Colleen Godin,  
EAN U.S. Correspondent

***They have been around forever: vibrators, masturbators, strokers, etc. that are modelled after the genitalia of porn stars. And while some think that the market has evolved beyond such collaborations, many still swear by the appeal of well-known faces (and other body parts.)***

I once overheard a very well-known and experienced manufacturer sales manager say, “No one cares about porn stars anymore.” As it turns out, her comment was only half correct. Though the days of Jenna Jameson and Ron Jeremy-level, mainstream recognition are nearly gone, porn stars still have a fair amount of influence on adult retail consumers. Would major brand creators like Doc Johnson, Satisfyer Men, and Fleshlight bother with the costs of turning out porn-themed product lines if they didn’t sell? Of course not. “Porn stars were the original influencers, long before the term was coined. They have rabid fan bases who spend money on their content, buy them gifts, wait hours in line to get a picture with them, and will support any product or line with their name on it,” says Tim Ferencz, US West Coast Regional Manager at System JO. “Plus, you have a built-in marketing machine with talent, as they are usually experts at promoting

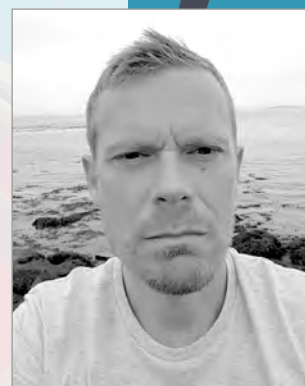
themselves on social media.” Similarly, pop into an anonymous, online forum for sex toy enthusiasts and beginners alike, and you’ll see lots of toy seekers asking questions like, “Who makes this tentacle dildo I saw in a porn video?” Retailers are confirming the trickle-down effect from porn to toy shops, especially at the brick-and-mortar level where consumers have the opportunity to ask someone in-the-know. “Customers come into our stores asking for these specific, branded toys by names that celebs or porn stars promote. I see this as a win-win for us,” says Loretta Goodling, Novelty and Lingerie Buyer at Excitement stores in Pennsylvania, USA. “It brings a possible new customer into our stores and we have a chance to give them amazing customer service and knowledge.” And in conclusion, Goodling finds such product lines are essential to business: “If we don’t stock some of these products, I fear we could lose a customer.”



# No

I don't quite agree with the statement that the era of the big porn stars is over. There still are big stars today, the difference being that their stardom is not so much based on their films anymore (as was the case in the past) but more on their internet presence. That said, the internet is a fast-paced place, meaning that new stars soar as quickly as existing ones descend into irrelevance. There are more opportunities and channels than ever to have a breakthrough moment, but consumers also move on much quicker. Obviously, this can be a big problem if you want to create a connection between a star and the consumers. Or between the consumers and a product bearing the likeness of a porn star. On a side note, I have always had the impression that this type of star cult is much stronger in the United States than in Europe. I would really be interested to know the sales figures of porn star-branded products in our climes, and I'd be willing to bet that these products sell much better in the States than hereabouts. What's more, the market and

the products therein have evolved quite a bit over the course of the past ten to 20 years. Long gone are the days when scantily clad flesh was prominently displayed on toy boxes, and realistic-looking toys are not really the flavour of the month anymore. Which is not to say that there isn't a place for these products in the market because there definitely is. Take a look at the shelves of your local sex toy retailer and you will doubtlessly find those types of products – as well as the types of products we are discussing here. However, they are not dominating the conversation. At the end of the day, there are many desires and preferences and many options to satisfy them. Variety is the spice of life, they say. But they also say that the times keep changing – and so does the market. **e**



Matthias Johnson,  
editor in chief



# Embracing and Ensuring Diversity and Inclusion in Sexual Wellness PR

A column by Kathryn Byberg



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

***The sexual wellness landscape is ever-changing, giving us – its voice – an opportunity to teach and help reshape perspectives while rethinking outdated practices. Not just within PR but for all industries, it is becoming increasingly crucial to provide a space that embraces diversity and inclusion.***

At Little Leaf Agency, we pride ourselves on working with brands that acknowledge and celebrate all identities, orientations, and experiences. These values are something we consider throughout all communication channels with a single goal: to contribute to a more compassionate society and ensure every customer, potential or existing, feels seen and heard.

Sexual wellness brands – or at least the brands we work with – understand that this industry is unique to each individual and transcends cultural, gender, and age boundaries. To ensure we are inclusive of all, we need to recognize and honor the entire spectrum of sexual orientations and gender identities that exist or may exist in the future.

We understand that a one-size-fits-all approach could potentially be harmful to some audiences, and whenever we consider a new product release, initiative, or any other project, it's important to be mindful of all potential audiences to ensure that some don't feel left out and hence unworthy of a product or brand messaging. This will ensure that our conversations and

**NEW**

**INTRODUCING**

# Mango Flavor!



Swiss Navy 4 in 1 Playful Flavors  
Now Available in Mango Flavor

Mango flavor & scent offers  
a luscious, fruity treat!



**SWISS NAVY®**

**SHOTS**

For distribution inquiries, please contact:  
**Leroy Klunder**  
Email: [leroy@shots.nl](mailto:leroy@shots.nl)

**4 IN 1**  
**PLAYFUL FLAVORS**

For sales and marketing resources, please visit Swiss Navy's B2B Resource Center at [b2bswissnavy.com](http://b2bswissnavy.com).

messaging resonate with the vast array of individuals navigating their sexual journeys.

***A big step toward inclusivity involves redefining the narratives around sexual education.*** It is vital to move forward from outdated norms and provide comprehensive, inclusive sex education and sexual products that reflect and celebrate human diversity, so you can understand our frustration when large companies deplatform our products and services.

It is vital for us to think outside of the box when it comes to sex education because, unfortunately for us and the brands we work with, it can be impossible to share this information out there when simple words such as 'Sex' and 'Pleasure' are seen as taboo. This is why at Little Leaf, we put ourselves in the forefront of these conversations and celebrations of all by attending events that celebrate sexuality in all its forms, such as the Sexual Freedom Awards, The UK Fetish Awards, EroFame, and many more.

By promoting and supporting diverse representations throughout our conversations, we, along with our clients and audience, can fight back against harmful stereotypes and create a bias-free narrative within the sexual wellness world. We know that

individuals from all walks of life should be able to see themselves reflected positively and feel that they were thoroughly considered during the development process of the products we share. We are proud to work with companies that make products for people with disabilities, prioritize social media content that's accessible to the visually or audibly impaired, and more.

Considering all possible cultures, genders, races, and abilities in our messaging is not just a box to tick. It's a gateway to a healthier, more inclusive, and safer society. Challenging and erasing old stereotypes is a mission that Little Leaf Agency and all of our clients take seriously. A person's sense of acceptance and belonging in society has a huge impact on their mental health, so by creating an environment that celebrates them, we are teaching others to value and respect each other, regardless of sexual orientation, gender identity, or cultural background.

Of course, embracing diversity and ensuring inclusion is a collective responsibility, but here at Little Leaf, we try our hardest to teach others to do the same through our PR and Marketing efforts. It's time to challenge the norms and embrace a more inclusive vision of sexual well-being for all.





PRIVATE

Angie  
Lynx



Itsxlilix



10785  
Private  
Angie Lynx Pocket Pussy  
RRP: €26,95

10784  
Private  
Itsxlilix Pocket Pussy  
RRP: €26,95



WWW.SCALA-NL.COM  
SALES@SCALA-NL.COM  
+31 (0)24 202 2390

SCALA

# Boost E-commerce Revenue: Quick Tips for Transforming with Behavioural Insights

A column by Lauren Bailey



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

*In our marketing agency, we focus on using real data to make better decisions for both ourselves and our clients. We believe every action a visitor takes on a website can tell us something important. This helps us shape our strategies and assist our clients in turning casual website visitors into loyal customers. Let's reveal how understanding human behaviour is key to improving your website's effectiveness and optimise its performance through Conversion Rate Optimisation (CRO).*

## Insights from Behavioural Data and Feedback Strategies

Behavioural data encompasses any action a visitor takes while interacting with your website, including what they view, where they click, modifications made, and the time spent engaging with different sections. This comprehensive dataset not only unveils user actions but also delves into the underlying reasons and motivations driving their behaviour. By analysing and understanding your users' behaviour, you gain access to valuable information, allowing you to identify patterns, comprehend user

preferences, and make informed decisions to enhance the overall user experience and optimise your digital strategies and activations.

You can utilise functionality such as heatmaps to pinpoint areas of frequent user interaction and collect user feedback through surveys.

It's worth bearing in mind that whilst user feedback is invaluable for refining your website's user experience, it's crucial to recognise its inherent subjectivity. Directly questioning users poses a risk that their responses may unintentionally align with perceived expectations, thus introducing potential bias. This underscores the importance of combining qualitative insights with quantitative data to ensure a comprehensive understanding of your users' behaviour.

Collectively, these measures, in a privacy friendly way, not only reveal areas for improvement but also assist in determining which changes can yield the most significant impact with minimal effort.

## Conversion Rate Optimisation

Conversion Rate Optimisation (CRO) is the natural progression after identifying your site's strengths, pinpointing pain points, and understanding your customers' needs through behavioural analysis. The primary

aim is to encourage more users to take desired actions on your website, be it making a purchase, signing up for a service, or completing a form. If your website attracts thousands of visitors each day but achieves a low conversion rate, it signals an opportunity for improvement – precisely what CRO is designed to address!

## Goal Setting

Whether your objective is to boost sales, enhance user engagement, or improve website usability, defining this goal lays the foundation for creating effective strategies and accurately measuring success. For instance, when conducting an A/B test and formulating a hypothesis, having a well-defined goal makes it easier to drive the right outcome and to review the results once you've accumulated enough data for a (statistically significant) outcome.

## Optimising for Achieving Goals

We partnered with a sexual wellness client aiming to boost profits and expand their brand globally. After reviewing analytics data, we observed that although visitors spent considerable time on product pages, they often left without making a purchase. To address this, we introduced social proof through subtle nudges like







pop-ups displaying recent purchases. This simple change significantly increased revenue by over 8%, building trust and influencing purchasing decisions by showcasing the popularity of products among fellow shoppers. The introduction of these social proof elements played a pivotal role in influencing purchasing decisions by instilling a sense of trust — if others are buying it, then it must be worthwhile.

### Optimising User Experience: A/B Testing

Another client's website featured 'Buy Now' buttons, reminiscent of Apple Pay—which had the potential to discourage users from exploring other products and give them the impression of making instant purchases. 'Buy Now' often conveys final-

ity, signalling the initiation of the purchase journey with no need for further reconsideration. To address this perception, we conducted A/B testing, comparing 'Buy Now' against 'Add to Cart'. The distinction lies in the psychological impact—'Add to Cart' suggests the start of the purchase journey, offering users a sense of flexibility and control. The results revealed a significant 22.56% improvement in less than 3 weeks, by visitors adding a product to their cart, instead of taking no action at all. This demonstrates that even subtle changes, such as modifying call-to-action buttons, can have a profound impact on user experience and overall business performance.

### Visual Storytelling: Enhancing Product Images for Optimal Performance

When was the last time you took a step back to assess your website's images? While a clean backdrop is often the default for showcasing products, research underscores the pivotal role of colour in eliciting emotions that drive purchasing decisions. For a sex toy brand seeking an edge, consider a multivariate test. Experimenting with neutral or natural backgrounds can highlight sustainability. Introducing a human touch, like a hand holding the product, may seem subtle but holds immense potential, boosting the likelihood of a purchase by 16%. This strategy taps into the psychology of Ownership Bias, where people value items more when they feel a sense of possession. It's not merely about

LONG LASTING  
LUBRICANTS  
THAT ARE GOOD  
FOR YOU



LUBRICANTS®



SINCE 1993, WE'VE BEEN HELPING  
COUPLES OUT OF TIGHT SITUATIONS!





# ADD TO CART

displaying the product; it's about constructing a compelling narrative and forging a connection through thoughtful visual representation.

### **Emotional Resonance: Crafting Compelling Product Descriptions**

Another example is that we assisted a sexual wellness client whose primary customer base is men. Initially, their product descriptions were highly technical. To enhance the connection with customers, we conducted an experiment by adjusting some descriptions to focus more on the emotional experience of using the product. This approach resulted in an impressive 52.51% increase in sales, highlighting the significant power of connecting with customers on a personal and emotional level.

### **Looking Forward: Iterative Learning and Cumulative Gains**

As the digital landscape becomes increasingly crowded with brands sharing your space, these adjustments mark just the beginning. Conversion Rate Optimisation

(CRO) hinges on understanding how users interact with your website and making incremental changes to enhance their experience, ultimately impacting sales positively. Keep in mind that even the subtlest modifications can wield a profound impact on your brand's success. The examples we've shared offer a glimpse into the potential transformations awaiting your brand through deliberate adjustments.

It's crucial to underscore that CRO experiments represent an ongoing learning curve. Don't hesitate to experiment with your ideas but ensure a clear goal and hypothesis for thorough analysis when concluding the experiment. Celebrate successes and glean insights from failures! Keep a tally of your cumulative gains; it serves as a testament to the significance of CRO and the continual value it can provide with each experiment. This iterative approach will aid in optimising your website and refining the user experience, all rooted in data and analytics. **e**



CALEXOTICS®

# French Kiss™

## ELITE

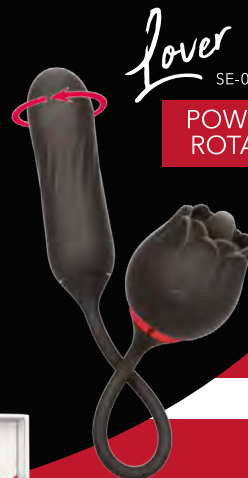
*You've never been  
kissed like this.*



*Siren*

SE-0608-70-3

TEXTURED  
VIBRATION



*Lover*

SE-0608-75-3

POWERFUL  
ROTATION



*Romeo*

SE-0608-80-3

INTENSE  
THRUSTING

- Sensual flickering teaser with irresistible bullet
- Dual motors with 10 intense functions
- Body-safe Silicone
- IPX7 Submersible - waterproof
- USB Rechargeable



exclusively from  
**SCALA**

sales@scala-nl.com - +31 (0)24 202 2390  
[www.scala-nl.com](http://www.scala-nl.com)

© 2024 Calexotics is a registered trademark of California Exotic Novelities, LLC.

# What's happening in adult retail

Clitoral stimulation – Not to be underestimated for female orgasms



***At least half of the world's population have a clitoris, yet it is still to be one of the least researched and underrepresented organs in the human body in western medicine, science and sex education.***

Only in 2005 did researchers discover that the clitoris is just the tip of a much bigger organ, 85% of which is inside the human body. Over the last few years, different studies have increasingly taken a critical look at the female orgasm, and discovered that the orgasm itself and its intensity is heavily dependent on the type of stimulation. Only 37% of women orgasm during vaginal intercourse, but women reliably orgasm if clitoral stimulation is an integral part of sex. Lifestyle magazines are increasingly covering this in articles – particularly in relation to what is known as the 'orgasm gap'. This refers to the discrepancy between the frequency men orgasm (around 95% of the time) compared to women. The media are increasingly discussing clitoral stimulation and clitoral orgasms. The adult industry has been pioneers in this area for years now,



offering a whole spectrum of sex toys and products for clitoral stimulation. With great success. It pays for retailers to sell a variety of different products. But what is worth selling?

### **Aid for clitoral orgasms**

The good news for retailers is that there is an abundance of products that are perfect for supplying curious customers, while also boosting both sales and customer satisfaction. There are a variety of sex toys available that can be used to stimulate the clitoris. Whether that's suction vibrators that either stimulate isolated areas or the entire clitoris with different intense vibrations, or clit suckers that are placed on the clitoris, and

even pressure wave vibrators: the variety of toys leave nothing to be desired. Stimulating gels are the perfect addition to these toys, with an ever-growing number available on the market. Different flavours, intensities, fragrances and textures offer something for every taste. However, it is extremely important that they are water-based – otherwise they might damage the surface of the sex toys. Water-based stimulating gels can be versatile: as part of foreplay or oral sex, alone or with a partner, and of course with sex toys. As you can see, products for clitoral stimulation, whether they are toys or stimulating gels, have a huge (sales) potential to respond to current trends as well as extend the range on offer.





# Love me, love me not...the V-day conundrum

A column by Peline Kurttdarcan



***Valentine's Day. It's thee day that causes the most conflicting feelings of the year; women love it (I am not referring to the 10% who roll their eyes and pretend that it's not important) (\*stats acquired by my own personal polling my friends) and men (90%) believe that it is a commercial 'day' to make everyone spend money. However...if the man has a new girlfriend or is in the state of pursuing his love/lust/fling then we can be absolutely sure that he is doing all of the things that make Valentine's Day the day of loVe, loVe & more loVe.***

V-day is the one day that women are supposed to be adored & pampered and wooed with chocolates, champagne, words that make us melt, and lingerie to make him melt. But... as much as it is about romance & seduction, it has evolved to also be a day for friends...'Galentines'. Both have a completely different wardrobe, but match on the drink of choice... which of course has lots of bubbles.

If you have a significant other (or potential other), then garters, baby dolls and anything with lots of bodyhugging straps are the way to go. If you are going for a sweeter romance vibe opt for something pink, and if hot & sultry is your mood, then go for something red. We all refer to it as the love day, but it is also all about flirting & seduction. Select styles with see through fabrics and strategically designed cut outs to make the day most memorable. Who said lingerie can't be an aphrodisiac?

Make your Valentine's day deliciously sexy, go all in for everything cliché, do the hearts, bold red lipstick, ultra-romantic drippy words of love...and everything else unmentionable. It's actually the perfect opportunity to transcend the regular boxes you belong to in your daily life.

If you somehow haven't prepared and are scrambling at the last minute, or are looking for a little something for a casual 'situation-ship' then don't worry, you can opt for an ultra risqué panty, add some chocolates and still have a fabulous V-day. And lastly... let's not forget that if it weren't for V-day, February would be scandalously boring...xoxo

e



# pjur sets new standard for clitoral orgasms

pjur WOMAN Lust and pjur WOMAN Lust Intense herald a revolution on the adult market



***pjur is starting 2024 with a brilliant product launch: pjur WOMAN Lust is the first stimulating gel for women launched on the market by the premium personal lubricant manufacturer. This new premium product expands pjur's portfolio and conquers the market for female stimulation products.***

In addition to MDR-certified personal lubricants that guarantee safety for all users, pjur is demonstrating that the company manufactures top-quality cosmetic products as well as high-quality medical devices with this product launch.

## Female empowerment in a bottle

pjur WOMAN Lust gives women the chance to control their own orgasms and get their sex life vibrating, whether with a partner or alone with a toy. There are no limits with pjur WOMAN Lust. Using this innovative, stimulating gel, women can discover their own sensuality, and surpass both their own and social limits. This makes the product really stand out on the market:

- Water-based formula: This gel works perfectly with erotic toys and is great for ensuring a tingling sensation during foreplay and oral sex.
- Long-lasting clitoral stimulation: A tingling sensation that can last up to 15 minutes and longer.
- Stimulating combination of ingredients: Familiar pjur quality thanks to natural, high-quality ingredients

- Personal experience of desire: The two intensities give different options for clitoral stimulation

Its unique combination of ingredients enables pjur WOMAN Lust to provide an indescribable, long-lasting experience with suction toys, oral sex, foreplay and other sex games – there are no limits to LUST. The two different intensities invite you to experience the purest form of tingling and re-discover your own desire. The pump dispenser featuring the new brand design is modern and visually attractive. The high-quality, practical packaging makes dosing easy, ensuring no product is wasted. Two intensity levels are ideal for trying out a new experience, and guarantee personal, long-lasting clitoral stimulation. “With pjur WOMAN Lust, we are consciously extending our product portfolio with a cosmetic. In addition to our MDR-certified premium personal lubricants, we now also offer a top quality ‘Made in Germany’ stimulating gel for women. This is a clear signal: pjur can do more than just personal lubricants – and is burning to conquer new fields,” says Alexander Giebel, CEO & founder of pjur.





# INTOYOU®

Pleasure made perfect

# ELON

THE REAL MASTURBADRON

INTELLIGENT  
THRUSTING  
AND VIBRATING  
MASTURBATOR  
WITH HEATING  
FUNCTION



PHONE HOLDER  
INCLUDED



2 LEVELS  
HEATING FUNCTION



8 THRUSTING  
MODES



10 VIBRATION  
MODES



MATERIAL  
ABS+TPE



PHONE HOLDER  
INCLUDED



USB  
RECHARGEABLE



**INTERNATIONAL  
LOVECHERRY**  
EROTIC PRODUCTS GLOBAL DISTRIBUTOR

Distributed in exclusive by  
[www.lovecherry.es](http://www.lovecherry.es)

ACCESSORIES UNLIMITED S.L.  
Ctra. de Catral 61, 03360 Callosa de Segura (Alicante)  
Spain - Phone: +34 96 675 80 00  
[ventas@lovecherry.es](mailto:ventas@lovecherry.es)

# BLAQ

Where pleasure meets innovation

**NEW  
BRAND**

AS SEEN ON  
EROFAME



In a world where pleasure meets technology, BLAQ emerges as the epitome of sophistication. Crafted with precision and elegance, it revolutionizes the way women experience bliss.

With a built-in display, we offer a visual delight. Battery life and vibration modes are at your fingertips, putting you in complete control.

**ONE-DC**

Phoenixweg 6 | 9641 KS Veendam | the Netherlands  
+31 (0) 598 690 453 | sales@one-dc.com | www.one-dc.com



SCAN FOR THE  
BRAND PAGE



**"O-Products, Joop and Nick make me very welcome and comfortable and support me the fullest."**

André Visser is the new CEO of O-Products



*2024 has only just begun, and we already have a big management change to report as André Visser is now the CEO of O-Products. In our interview, André tells us about his motivation to join the company, his plans for the future of O-Products, and what this latest milestone in his 25-year career in the industry means to him on a personal level.*

**André, you've often been in the headlines of the trade press, and now, at the start of the year, you've surprised us again - this time with a big career leap. How does it feel to be a CEO?**

**André Visser:** Yes, I'm very privileged to have worked with wonderful companies and people these past years, so apparently that kept me in the headlines. The good thing is that I have picked up new things and learned from every single company; that made me very versatile, shaping who I am today. This last chapter is the cherry on the cake, and I look forward to working in this new role as CEO of the company. O-Products and the people who work there are a warm bath, and they give me lots of energy as I strive to make this another success, together with the team and the clients.

**You joining O-Products as their new CEO - how exactly did this come about?**

**André:** O-Products has already been around for 13 years, and Joop and Nick Visser have worked together

very closely throughout all those years. Till now, both were happy with the way things were going, but they also wanted to take the next step to grow the company. As Joop decided to concentrate more on the internal processes, they needed someone who could take care of the rest and be the running man and be on the barricade when necessary. So, I was very honoured when Joop asked me to take this special position.

**What attracted you to this role at O-Products? Which qualities of the company ultimately convinced you? For instance, did the fact that O-Products focuses primarily on niche products play a role in your decision?**

**André:** In my experience, being CEO of a great company is what everybody strives for when they have worked for a long time in the industry... After so many years and having had great positions in several companies, I consider this my reward for working hard and playing hard. The fact that O-Products has already been at the top in this niche market for such a long time made the choice even easier. I knew that this role was the perfect next step for me. The market power O-Products already has, combined with the knowledge I

amassed in the past 25 year, will make this a big success. The good thing with a niche market is that it is a stable market, and we have a very loyal customer base. The implementation of global customer strategies and systems in the company will make the difference as we take the next step.

**And looking at it from O-Products' perspective, why are you the perfect choice for this important position?**

**André:** You are the right man for a position when you go the extra mile without complaining. Beside that, our surnames - Visser - matched, we feel very connected, and we all have a no-nonsense mentality. O-Products is already a well-respected company in our industry, and they only needed a person who had the same philosophy and a wider view on things.

**Of course, everyone knows what a CEO generally does, but can you tell us more about your specific tasks and responsibilities at O-Products?**

**André:** My responsibilities are leading this company to success as we open a new chapter, achieving the results we're looking for, creating an awesome working



*O-Products has its headquarters in Schiedam, near Rotterdam in the Netherlands*



environment, being one of the team, expanding our customer base, assortment, and turnover... So, long story short: My job is doing EVERYTHING to make the company a success.

**What are you most excited about as the new CEO of O-Products?**

**André:** The most exciting thing for me as CEO is to be involved at all levels of the company, which is great. It's nice to know all aspects of the company, be it warehousing, marketing, back office, sales... That's why I started the first week of the year in the warehouse - to discover how the processes work and to be one of the

team ... Next stop was the marketing department and so on till I had the DNA of O-Products running through my veins.

**Your successful career in our industry already spans 25 years. To what extent will that experience help you in your new role at O-Products?**

**André:** As said earlier, I was very lucky and privileged to work in and with such great companies and people before, and I had great teachers along the way. That made me who I am today, and it will definitely help me in my new role at O-Products. But I can also still fall back on Joop and Nick, who are still around in the company.





mystim  
THE WAY I LIKE IT

**CLUSTER BUSTER:  
E-STIM ALL NEW... ONE REMOTE -  
COUNTLESS OPTIONS.**



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





**What does leadership mean to you and what characterizes your leadership style?**

**André:** Leadership is to be on the barricade, to be in the front row, be human, be one of the team, be a team player. I love to be part of a team and make things happen together, so my leadership style is not about me doing it alone. We have to do it together, with my team but also with our clients. I listen to them and then find the right way to dance together. After all, it takes two to tango. But it's nice to choose the path you want to take and be responsible for the goals you pursue with the team.

**What ideas, plans, etc. do you want to implement in your new position?**

**André:** The company runs smoothly as it is today, so I will look at it day-by-day to see if we need to change things. I have more than enough ideas and plans, but first things first. I can however promise that we will have changes and surprises coming this year.

**Will there be any major changes in the company's strategy under your leadership? Or will you stick to incremental improvements, optimization, and fine-tuning? If so, where do you see potential for improvement?**





# TABOOM

LUXURY BONDAGE ESSENTIALS



17139

Taboom

Luxury Bondage Essentials

Prick Glass Electro Shock Set

RRP: €99,99



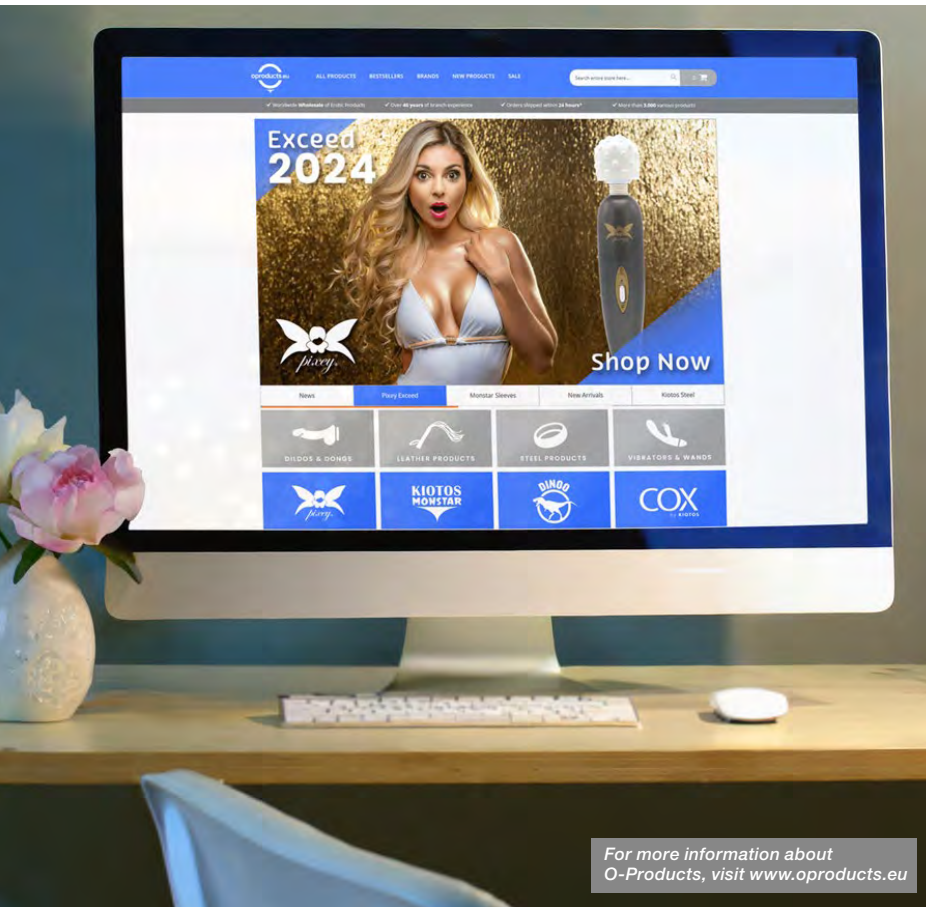
[WWW.SCALA-NL.COM](http://WWW.SCALA-NL.COM)

[SALES@SCALA-NL.COM](mailto:SALES@SCALA-NL.COM)

+31 (0)24 202 2390

# SCALA





For more information about O-Products, visit [www.oproducts.eu](http://www.oproducts.eu)

**André:** As I said in my previous answer, we will start with just running the company the way it has been running before. Fine-tune and optimisation will be part of that, but only if this is necessary. Never change a winning team. But we will definitely stay on the ball.

**What opportunities do you see for O-Products in the coming years - or put differently: Where will O-Products's journey take the company in this constantly changing market?**

**André:** We will continue to be flexible and listen to our customers. We will build on our KIOTOS lines and fill gaps in the market. The great thing about O-Products is that we are pretty niche, and that is a more stable market than mainstream. That said, we also have plans to expand in the mainstream market and we will add to our assortment, offering a wider selection of our own and third-party brands. That will help us grow and become a one-stop-shop in the coming years.

**How do you feel about this big career step on a personal level? Have you now reached your ultimate goal? Was this step a logical consequence of your long career in our industry? Or are you simply reaping the rewards of 25 years of hard work?**

**André:** This last career move feels like the right fit after I have done pretty much everything you can do in this industry over the course of 25 years of hard work. This definitely feels like I have reached a big goal, although I always keep an open mind. O-Products, Joop, and Nick make me feel very welcome and support me to the fullest. I'm still very eager to learn, but also to teach the people what I know. I have always reached my goals through hard work. No 9 to 5 mentality - go for what you dream of. I want to be that superhero for my kids and show them that hard work pays off.

e





# Valentine's day

## GETAWAY ESSENTIALS



### GEISHA'S SECRETS COLLECTIONS

Perfect for romantic getaways, these kits feature our best sellers in a travel size. SHUNGA mini products contain all the secrets to ignite your moments of sensuality.

BECAUSE LOVE IS AN ART™

Available through most adult wholesale distributors.  
See the complete line of Shunga products at [www.shunga.com](http://www.shunga.com)

Follow us on



Proudly designed in Canada  
and sold in more than  
70 countries

# "The true value of a toy is determined by the customer's experience."

Pulse Galaxie – SVAKOM wants you to enjoy sexual pleasure under the stars

Maybritt Carstensen,  
Key Account Manager  
for Europe at SVAKOM



*Ambiance and atmosphere undoubtedly play an important role in setting the mood for sexual pleasure, and thanks to SVAKOM, you can now enjoy the feeling of being under the stars wherever you use Pulse Galaxie, their latest product. This illusion is created by the starlight projector embedded in the charging station of the product. Here to tell us more about this unique feature - and the other stellar qualities of Pulse Galaxie - is Maybritt Carstensen, Key Account Manager for Europe at SVAKOM.*

**For those who have not yet had their hands on your new product, Pulse Galaxie, and especially the starlight projector built into its charging dock - how exactly does it work and what can the consumer do with it?**

**Maybritt Carstensen:** Pulse Galaxie is our innovative Pulse Toy with a built-in starlight projector. You can explore 5 suction modes with the premium silicone nozzle for intense orgasms. The base doubles as a charging station and a captivating starlight projector, setting the mood for an extraordinary experience.

**How did you come up with the idea of combining a starlight projector with a sex toy?**

**Maybritt:** The concept of merging a starlight projector with a sex toy stems for our vision to seamlessly blend physical stimulation with a sensual atmosphere. Enter Pulse Galaxie, stimulating not only the senses but also transforming your space into a celestial haven - a unique fusion of passion and innovation.





**How difficult was it to realise this idea? What problems did you encounter during the development and production process?**

**Maybritt:** Balancing elegance, functionality, and travel-friendliness without compromising on sophistication was the biggest challenge to us – especially the integration of the projector. I'm pleased to say we mastered this challenge with flying colors.

**In your official press release, it says that Pulse Galaxie combines 'sexual pleasure with homeware'. Sex toys seem to have long since arrived in the**

**mainstream and enjoy a high level of acceptance in society. Is a discreet look still an important criterion?**

**Maybritt:** In recent years, our industry has strived to bring sex toys into the mainstream, and while progress has been made, we believe the journey is ongoing. We acknowledge that the path ahead is yet to reach its pinnacle, but we remain dedicated to redefining perceptions and setting new standards in the world of pleasure and sophistication.

**Are you targeting a specific audience with Pulse Galaxie?**





**Maybritt:** While the Pulse toy is designed specifically for woman, the accompanying projector extends its appeal universally. Intended for anyone seeking to create a beautiful ambiance, the projector invites everyone to experience the enchantment of Pulse Galaxie.

**When sex toys have features that are not directly in service of stimulation, there is often criticism, with people saying such features offer no added value for the consumer. What is your response?**

**Maybritt:** The true value of a toy is determined by the customer's experience. Pulse Galaxie, crafted for direct clitoral stimulation, goes beyond with its inclusive design. The accompanying projector adds a sensual atmosphere. We believe everyone has the right to explore pleasure without societal stigmas.

**The Pulse Galaxie had its big premiere at eroFame 2023. What feedback did you get at the event?**

**Maybritt:** eroFame saw the debut of our prototype, and the innovative projector stole the spotlight. Presented next our established Pulse Toys, Pulse Galaxie captivated the imagination of our customers and partners.





**SPORTSHEETS®**



### **BREATHABLE STRAP ON**

Feel empowered to go longer  
with light aeration

**MSRP \$41.99**



### **AURORA HIGH WAISTED STRAP ON**

Establish a commanding presence  
with dominant allure

**MSRP \$54.99**



### **HIGH WAISTED CORSET STRAP ON**

Embrace comfort with soft, sculpting  
and durable fabrics

**MSRP \$41.99**

## **STRAP INTO THE NEW YEAR WITH ALL NEW STRAP ONS!**

Make your resolution this year to experience pleasure in style with 5 all new strap ons with innovative and seductive new designs. 5 flirty new options designed to fit your unique needs, these new strap ons are highly functional and include highly requested features made to put the wearer's experience and comfort first.

### **DUAL DESIRES STRAP ON**



Explore expanded pleasures through double penetration

**MSRP \$36.99**

### **HIDDEN POCKET STRAP ON AND REMOTE CONTROL VIBRATOR**



Experience mutual pleasure with the included  
remote control vibrator

**MSRP \$89.99**





Released in December 2023, it marks a new era of pleasure, proving that there is always space for new innovations.

**Obviously, Pulse Galaxie has more to offer than the starlight projector integrated in the charging dock. What can you tell us about the other features of the product?**

**Maybritt:** Highlights of Pulse Galaxie include: Pulse Technology with 5 suction modes and 5 intensities, a built-in light projection offering a starry display in 3 modes, customization and long-distance control via app on a Bluetooth-enabled device, battery indicator lights and USB-C rechargeable dock, memory function resuming on the last suction mode used, and travel lock to prevent accidental turn-ons in between uses.

**Pulse Galaxie can be used with the SVAKOM app. What possibilities does this create for the user?**

**Maybritt:** In the SVAKOM app, the user can create individual pulse patterns, choose from existing stimulation modes and also select a mode for the projector and adjust the brightness. Further information on the SVAKOM app can be found here: <https://connexionseries.com/svakom-app-guide.html>.

**Which distributors and wholesalers can interested retailers turn to if they want to order Pulse Galaxie?**

**Maybritt:** Pulse Galaxie can be ordered from our official distributor, Eropartner.



# PLEASURES

## BULLETS



info@dildosassorted.com | dildosassorted.com  
Dildos Assorted is the official distributor in Spain  
Carrer del Progrés 2-C • Barcelona - Gavà (08850) • Spain • Tel. +34 936651042

  
Dildos Assorted



INTRODUCING THE NEW

**QUICKSHOT™**

**TURBO**

**FEATURING**

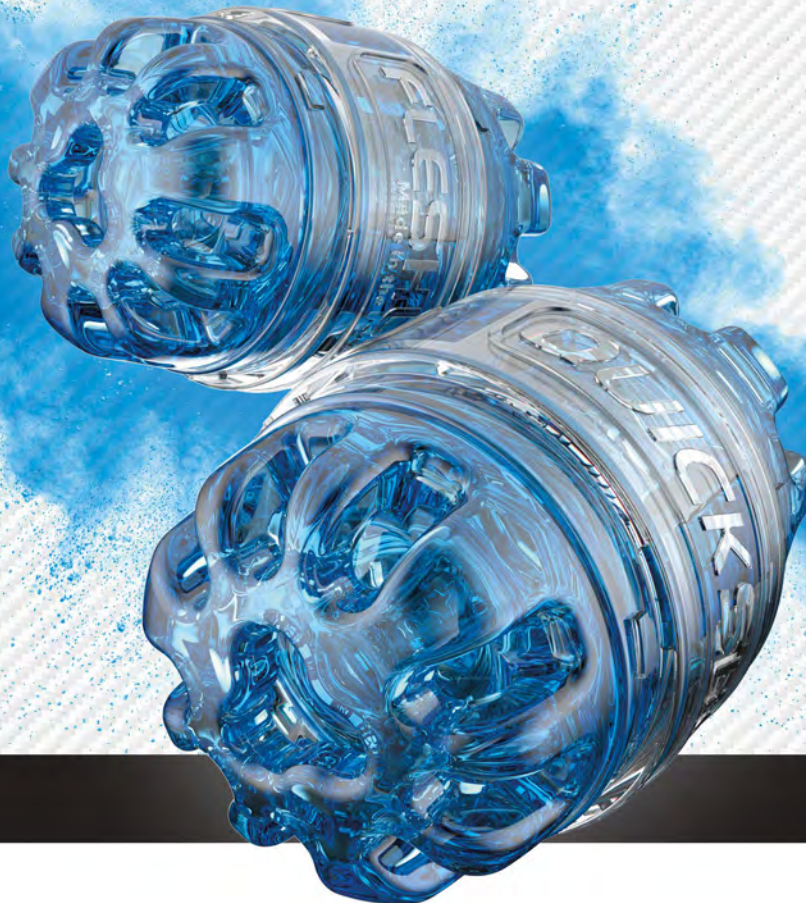
**OPEN-ENDED**  
for **QUICK CLEANUP**

---

**SUSPENDED ENTRY RINGS**  
for **A TIGHTER GRIP**

---

**COMPACT DESIGN**  
for **EASE OF TRAVEL**





# FLESHLIGHT GIRLS

## INTRODUCES



News!

Kazumi

### Presenting the Kumzumi texture

Discover paradise with the perfect stroker, expertly designed to take your pleasure to new heights! With its unique honeycomb texture and hyper-narrow squeeze, this toy ensures an unforgettable experience. The speed bump ridges and elongated massage nubs will send shivers down your spine, delivering you an orgasmic sensation like no other.





"We are excited about the possibilities and the potential for growth and success."

Mario Romero, co-founder and CEO of Dreamlove, talks about the market in 2023/2024

*What are the biggest challenges companies in the sex toy market are faced with right now? How do the ongoing international crises affect our industry? And when will we finally see the prophesied golden age of sex toys everybody was talking about during the pandemic? EAN and Mario Romero, co-founder and CEO of Dreamlove, seeks to answer these questions in our interview. Moreover, Mario sheds light on the changes his company underwent in 2023 and his plans for 2024.*



**Were you surprised that our market performed so well in 2023 despite the many crises we currently have in the world?**

**Mario Romero:** Well, to be honest, there have been no significant surprises in 2023 as the growth has been exactly as expected since the beginning of the year. We are extremely pleased to have achieved the billing goals set at the beginning of the year (2023). We

reached the expected growth and are happy to be able to increase our staff. Currently, we have a total of 84 direct employees and 46 indirect ones, and we continue to grow with professional individuals and efficient teams.

The year 2023 was a year of many internal changes at Dreamlove. We made adjustments to our organizational structure, implemented new marketing strategies, and strength-

ened our business partnerships. All of this has allowed us to stand firm despite external adversities.

It is important to note that our success has not been the result of chance but of hard work and a clear vision of where we want to go as a company. From the beginning of the year, we stayed focused on our goals and made wise decisions to adapt to changing circumstances.

In this regard, we bet on innovation and the digitization of our processes. We invested in cutting-edge technology and trained our team to meet current challenges. Thanks to this, we managed to optimize our operational efficiency and provide better service to our customers.

Furthermore, we placed special emphasis on strengthening our relationship with existing customers and acquiring new ones. We developed loyalty strategies and improved our communication channels to be closer to them. This allowed us to maintain a strong customer portfolio and establish lasting relationships based on mutual trust.

In summary, 2023 was a successful year for Dreamlove. Despite the crises that have shaken the world, we have managed to

stand firm and achieve our goals. We are proud of our growth and of contributing to the economic development of our region.

We will continue working with the same passion and dedication to keep growing in the future. We are convinced that, with our human team and strategic vision, we will continue to surprise ourselves and achieve new milestones in the coming years. Thanks to everyone who has been part of this success!

### **In your opinion, what were the reasons for the resilience of our market?**

**Mario:** Certainly, the resilience of our market needs to improve due to several factors. One of the main reasons is the serious problem that Europe faces with the invasion of international companies from outside Europe selling in Europe. This issue has been a significant concern for the European market, as it has led to a rise in inflation and the EURIBOR interest rate, which has affected many families.

In recent years, inflation has become the main problem in Europe. As prices continue to rise, it has caused a slowdown in the economy across all countries. This has created a global sense of a halt in all sectors, ➤





making it crucial for Europe to find ways to address this issue.

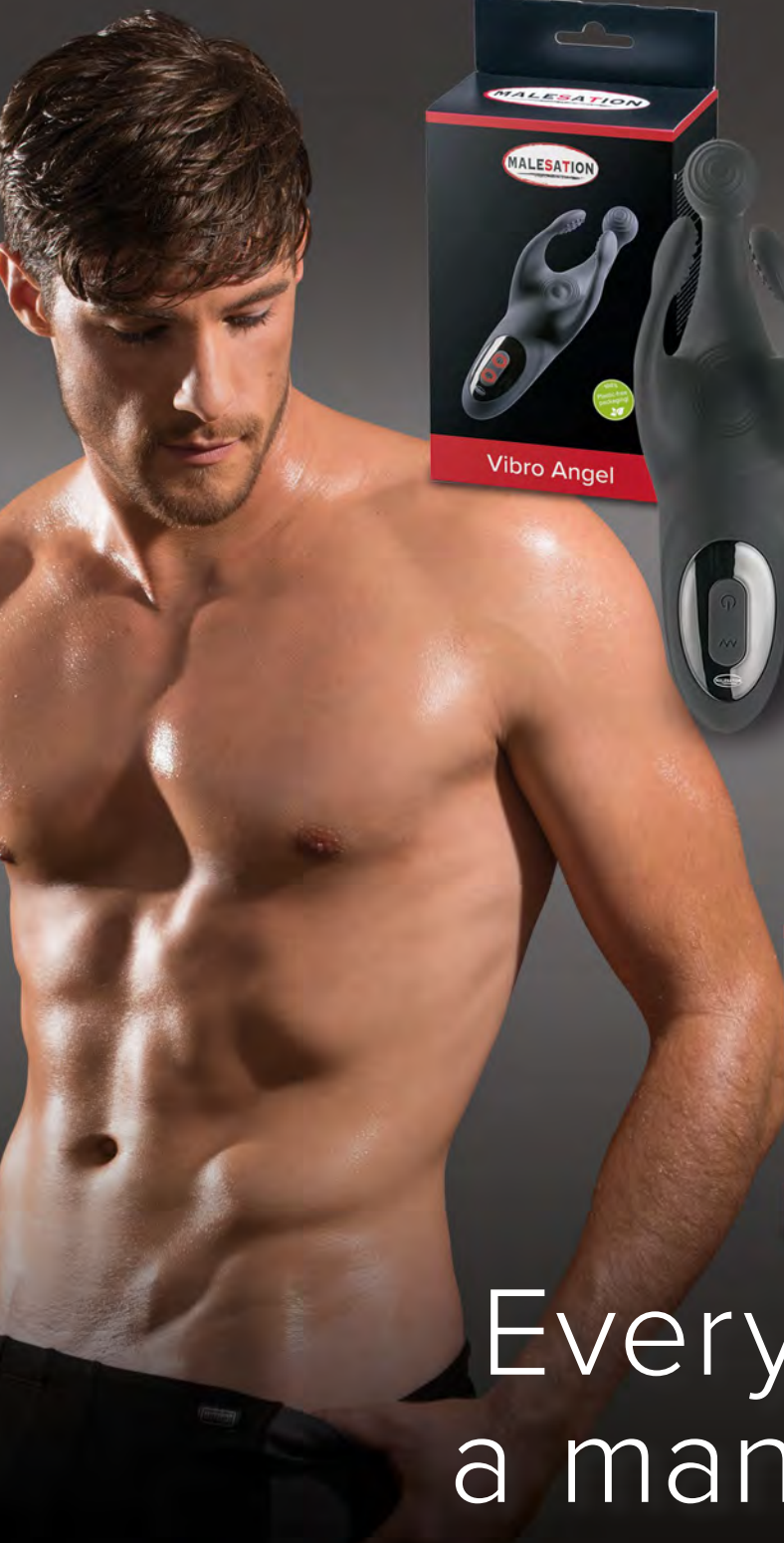
Furthermore, the invasion of Chinese or American suppliers selling in European marketplaces poses a great challenge to Europe. These international companies have a competitive advantage, which can threaten local industries and businesses. In order to protect our market, it is essential for Europe to take measures to counter this invasion.

One way to tackle this challenge is by implementing protective measures for our market. Strong markets always protect their own industries and businesses from external threats. Europe needs to adopt policies that restrict the entry of foreign suppliers and ensure fair competition within the market.

This will help safeguard the interests of local businesses and prevent the dominance of international companies.

Additionally, Europe must focus on promoting and supporting its own industries. By investing in research and development, innovation, and technology, we can enhance the competitiveness of our local businesses. This will enable them to withstand the competition from international companies and maintain a strong position in the market.

Moreover, collaboration and cooperation among European countries are crucial in facing this challenge. By working together, we can create a unified front against the invasion of foreign suppliers. This can be achieved through the establishment of trade



# Everything a man likes!

NEW

New: MALESATION Vibro Ball Ring, Vibro C&B Ring, Vibro Angel

**st** RUBBER

Schneider & Tiburtius Rubber Vertriebsgesellschaft mbH  
D-66787 Wadgassen-Hostenbach  
T +49 6834 4006-0 · F +49 6834 4006-11  
info@st-rubber.de

**STRUBBI.COM**





agreements, sharing resources and knowledge, and joint efforts to protect our market.

In conclusion, the resilience of our market hinges on various factors. The invasion of international companies from outside Europe, the rise in inflation, and the EURIBOR interest rate have posed significant challenges. To protect our market, Europe must take measures to counter the invasion of foreign suppliers and promote its own industries. Collaboration and cooperation among European countries are also essential in facing this challenge. By adopting these strategies, we can ensure the resilience and strength of our market in the face of global competition.

**How did Dreamlove brave this turbulent global situation in a constantly changing**

**market? Are you satisfied with the results of the last year?**

**Mario:** At Dreamlove, we put in significant work in the previous years. Firstly, to adapt to Spain by offering them technology solutions, competitive rates, services, and training. Our investments have made Spain the base country for our business, and we are proud to have reached thousands of businesses. During the last year, we grew by more than 15% in Spain and have a presence in over 400 physical points.

**Now let's look at the road ahead: What expectations and hopes does Dreamlove have going into the new year?**

**Mario:** As our name suggests, we are true dreamers whose only motivation is creation. When it comes to business strategies or new product designs, all we want is to think about creating something new for our customers. The majority of our team members are under 35 years old and they have innovative ideas. It's amazing how the younger generations can be. So much potential, better education, and at Dreamlove, we are constantly attracting talent that contributes.

At Dreamlove, we are always looking forward with great expectations and hopes. We believe in the power of innovation and the impact it can have on our business and our customers. Our goal is to continue growing and expanding our reach while also staying true to our core values and mission.



# A PLAY

The A-Play Groovy is a soft multi-colored anal plug made of health-grade silicone. Its tapered tip and wide base make for safe, comfortable play, and its firm-yet-flexible feel allows for a little wiggle. Each groovy plug is unique and has its own variation of the color pattern.

**NEW  
COLORS**



#### **GROOVY SUNRISE**

0302-01-BX 4 inch  
0302-02-BX 5 inch



#### **GROOVY BERRY**

0302-03-BX 4 inch  
0302-04-BX 5 inch



#### **GROOVY OCEAN**

0302-05-BX 4 inch  
0302-06-BX 5 inch



#### **GROOVY CAMOUFLAGE**

0302-07-BX 4 inch  
0302-08-BX 5 inch

Made from Health-Grade Hygienic Silicone • Tapered Tip for Easy Insertion • Wide Base for Safe Play  
Warms to Body Temperature • Firm Yet Flexible • Easy to Clean • Top Rack Dishwasher-Safe  
Hypoallergenic, Nonporous, and Odorless • Phthalate-Free, Body-Safe

EXCLUSIVE EUROPEAN DISTRIBUTOR OF  
**DOC JOHNSON®**



Discover the entire collection on **shots.nl**



One of our main focuses for the new year is to further develop our business strategies. We want to ensure that we stay ahead of the competition and constantly find new ways to improve our products and services. This means investing in research and development, as well as staying up to date with the latest industry trends and technologies.

Another focal point for us is the design of our products. We understand that aesthetics play a crucial role in attracting customers and creating a memorable experience. That's why we are always thinking of new and innovative designs that will not only meet the needs of our customers but also exceed their expectations.

But it's not just about business and products. We also have high hopes for the per-

sonal growth and development of our team members. We believe in investing in our employees and providing them with opportunities to learn and grow. We want to create an environment where they can thrive and bring their best selves to work every day.

The future looks bright for Dreamlove. We are excited about the possibilities and the potential for growth and success. We are confident that our dedication to innovation and our focus on customer satisfaction will continue to drive us forward.

As we start the new year, we want to thank our customers for their continued support and trust in our brand. We wouldn't be where we are today without them. We promise to continue delivering high-quality products and exceptional service.

In conclusion, at Dreamlove, we are true dreamers who are motivated by creativity. We are excited about the new year and the opportunities it brings. With our team of innovative thinkers and our dedication to customer satisfaction, we are confident that we will achieve great things. Here's to a successful and fulfilling year ahead!

### **What are your goals for the new year? What's on your agenda for 2024?**

**Mario:** As we step into the new year, it's only natural to reflect on our goals and aspirations for the future. For Dreamlove, 2024 holds a myriad of exciting possibilities and





## MAGIC STICK S1 PLUS

Innovative Modular Design  
Adjustable Insertion Length  
Interchangeable Attachment





challenges that we are determined to tackle head-on.

One of our primary objectives for this year is to streamline our internal processes to achieve 100% efficiency. We understand the importance of having a well-oiled machine within our organization, as it directly impacts our ability to serve our customers and partners effectively. By identifying areas where we can improve and implementing innovative solutions, we aim to optimize our operations and enhance our overall productivity.

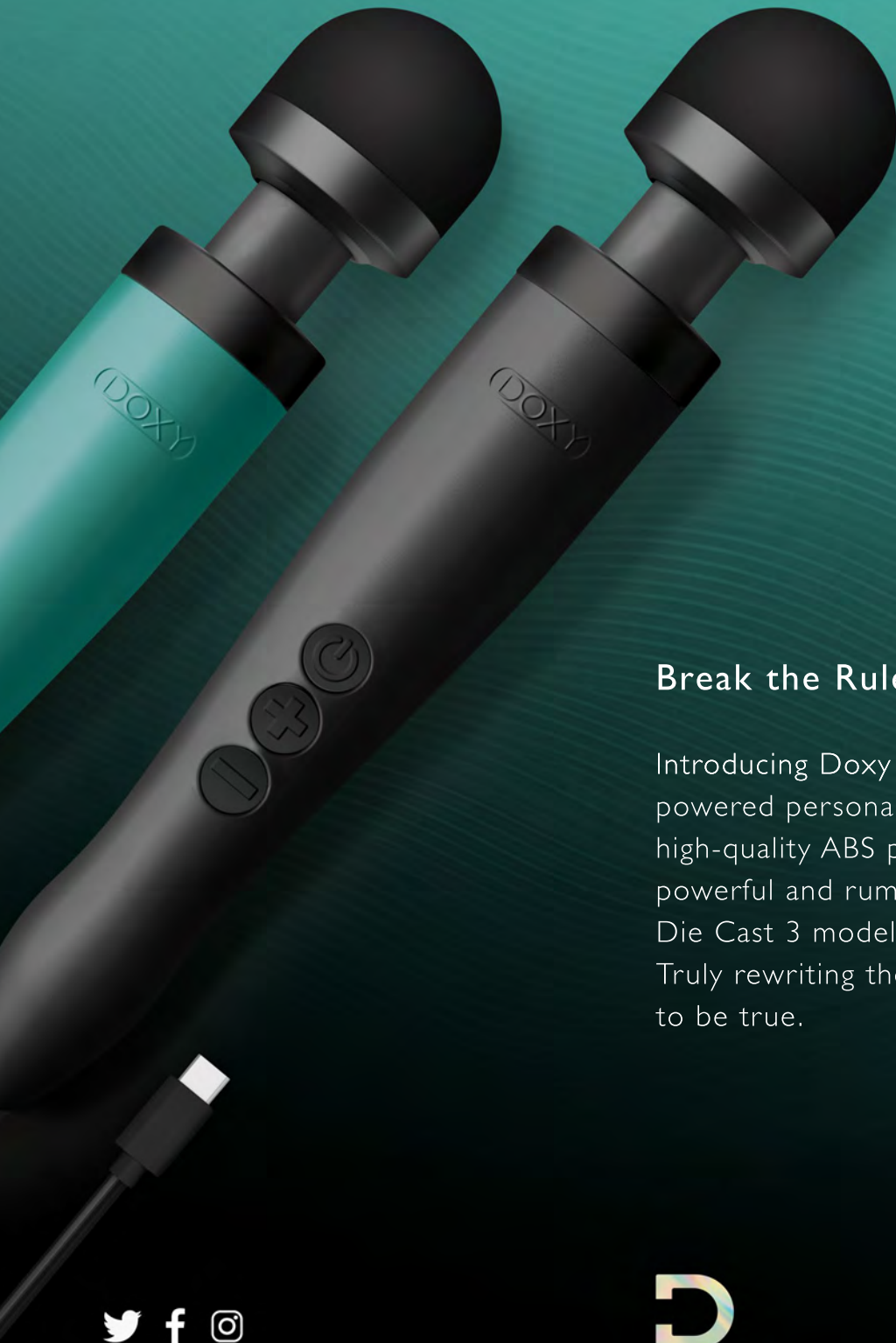
In addition to internal improvements, we are also committed to strengthening our communication with all our valued suppliers and allies. We greatly appreciate the suppliers who have shown a strong commitment to maintaining their investments with Dreamlove. Their trust and dedication have played a significant role in our success, and we want to ensure that our partnership remains strong and mutually beneficial.

Establishing strong relationships between our customers and the brands we work with is another crucial goal for us in 2024. We believe that facilitating seamless communication and collaboration between the brand and the distributor is essential in delivering the best possible experience to our customers. By fostering these connections, we can effectively channel the work between the brand and the distributor, ultimately providing our customers with top-notch products and services. However, we are also aware of the challenges that lie ahead in 2024. The invasion of Chinese suppliers poses a significant threat to our industry, and as a European-based company, we must strive to be leaders in the face of this competition. We understand the importance of staying ahead of the curve, continuously innovating and adapting to the ever-changing market dynamics. In doing so, we can maintain our position as a trusted and reliable partner for our customers and suppliers alike.

In conclusion, 2024 holds immense potential for Dreamlove. We are committed to achieving 100% efficiency in our internal

AVAILABLE NOW

# DOXY 3 | USB-C



## Break the Rules and Power Up:

Introducing Doxy 3, the world's first USB-C powered personal massager. Crafted from high-quality ABS plastic, it delivers the same powerful and rumby vibrations as our beloved Die Cast 3 model, but at a lower price point. Truly rewriting the rules! It's almost too good to be true.



[www.doxymassager.com](http://www.doxymassager.com)  
[leigh@doxymassager.com](mailto:leigh@doxymassager.com)



SCAN TO LEARN MORE





processes, improving communication with our suppliers, building strong relationships between our customers and brands, and leading the way in the face of tough competition. With determination, innovation, and a customer-centric approach, we are confident that we can overcome any challenges that come our way and make 2024 a successful and fulfilling year for Dreamlove and all our stakeholders.

**What challenges will we have to face in 2024? Where do you see opportunities for growth?**

**Mario:** Naturally, for competitive security reasons, we cannot reveal where we see opportunities, but what I can share is that there are very beneficial opportunities for our suppliers and clients. Our goal this year is to grow by 20%, and we have significant challenges to overcome before July.

The year 2024 presents itself as an exciting challenge, full of opportunities for our company. As we move towards the future, we

encounter a series of challenges that we must face and overcome to achieve our growth objective. In the following, we will explore some of the most significant challenges we face in 2024 and also analyze the growth opportunities that lie ahead.

One of the most important challenges we will face in 2024 is competition. In an increasingly globalized and digitized world, it is essential to stay at the forefront of the latest trends and technologies. Competition is fierce, and we must be prepared to face it. However, we are confident that our experience and customer-centric approach will allow us to stand out and stay ahead. Another challenge we will face is adapting to changes in the business environment. The business landscape is constantly evolving, and it is essential that we adapt quickly to changes. This includes the willingness to abandon old practices and adopt new strategies that allow us to stay relevant and competitive. We are committed to investing in research and development to ensure we are at the forefront of innovation in our industry. ►



  
**obsessive**  
INSPIRE YOUR DESIRE

## HOT LINGERIE IN A CLASSY LOOK

Sensual, feminine and  
highly seductive.  
A must-have in every store  
and every shop!

**THE FULL OBSESSIVE  
RANGE NOW AVAILABLE**  
We're the exclusive distributor  
in selected European countries

**ORION**

WHOLESALE



2620472

BUSINESS MEETS PLEASURE

**ORION-WHOLESALE.com**

Tel. +49 461 5040-308 · [wholesale@orion.de](mailto:wholesale@orion.de)





Additionally, economic and political uncertainty also poses a challenge in 2024. Changes in government policies and economic fluctuations can have a significant impact on our operations. However, we are prepared to face any situation and take proactive measures to mitigate any potential risks. Our market experience and knowledge enable us to make informed and strategic decisions in order to ensure our sustainable growth.

Despite these challenges, we also see many growth opportunities on the horizon. As mentioned earlier, I cannot reveal specifics about where we see these opportunities, but I can assure you that they are very beneficial for both our suppliers and our clients. We are committed to strengthening our relationships with current suppliers and seeking new strategic alliances that allow us to expand into new markets and segments.

Furthermore, we are focused on continuously improving the customer experience. We know that our customers are the foundation of our success, and we are committed to providing them with the best possible products and services. We are investing in technology and training to ensure that our customers have an exceptional experience in every interaction with our company.

**What direction will you take in 2024, with your own brands and also with third-party brands?**

**Mario:** As I have mentioned in my previous responses, the year 2024 may well be a crucial period for the development and growth of our brands, both our own and those of third parties. Our main objective is to ensure the trust and satisfaction of all our suppliers, improve communication with our customers, ►





PUMP WORX®

# MAX BOOST PRO FLOW



0-2.9 PSI



3-5.8 PSI



5.9+ PSI

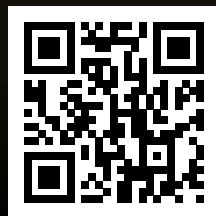
## REVOLUTIONARY WATERPROOF DESIGN!

FEATURES AN IPX-7 RATING, SO IT CAN BE USED WHILE SUBMERGED UNDER WATER!

## CAN BE USED WITH OR WITHOUT WATER!

## 4-SPEED AUTO SUCTION RECHARGEABLE

WATCH THE VIDEO



**PD3250-19 (WHITE)**

**PD3250-25 (BLUE)**

BUSINESS MEETS PLEASURE

 **ELITE  
DISTRIBUTION  
PARTNER**

**ORION-WHOLESALE.com**

Tel. +49 461 5040-308 · [wholesale@orion.de](mailto:wholesale@orion.de)

**ORION** WHOLESALE



and optimize distribution through marketing strategies and pricing best practices.

First and foremost, it is important to highlight the fundamental role our brands play in our market strategy. They have been the cornerstone of our success so far and will continue to be an integral part of our vision for the future. However, in 2024, we will focus on strengthening the relationship with the brands we distribute and being more efficient in their management.

To achieve this, we will place special emphasis on strengthening ties with our suppliers. We recognize that their trust and satisfaction are crucial to maintaining a strong and lasting relationship. We will work closely with them, providing the necessary support and establishing smooth and transparent communication. We are committed to being a reliable partner and offering them the best conditions for their development and growth.

Additionally, we will strive to improve communication with our customers. We know that their satisfaction is key to maintaining a loyal and satisfied customer base. In 2024, we will implement innovative and effective marketing strategies to reach them more directly and personally. We will use digital tools and social media to create a unique shopping experience and provide them with relevant and up-to-date information about our products and promotions.

Furthermore, we are committed to channeling the distribution of our brands, both

our own and third-party ones, in a highly effective way. We will implement best practices, ensuring that prices are fair for both our customers and suppliers. We will seek to optimize logistical and storage processes, ensuring fast and secure delivery of our products nationally and internationally.

### **What steps will you take to stay ahead of the competition with your own brands and third-party brands?**

**Mario:** The only secret to staying ahead of the competition, both with our own brands and third-party brands, is to establish smart strategies, invest in technology, and develop products that can compete and lead the market. Dreamlove entered this industry with the goal of leading and not just watching others do so. We have the capabilities and intelligence to outperform our competitors, and we are here to offer the best in terms of distribution and product creation.

In such a competitive market, it is essential to have smart strategies that allow us to stand out. This involves constantly analyzing the market and trends, identifying the needs of our customers, and adapting quickly to changes. We cannot afford to lag behind; we must always stay one step ahead.

One of the ways we stay ahead of our competitors is by investing in technology. We know that technology is advancing rapidly, and we cannot fall behind. Therefore, we are constantly seeking new tools and



# The Clitoral Orgasm Revolution



NEW

## pjur® WOMAN Lust VIBRATING ORGASM GEL

Experience up to 15 minutes  
of pure tingling sensations.  
Suitable for sex toys.

15 mL Airless pump dispenser

## pjur® WOMAN Lust Intense

For those who want it  
even **more intense**.

NEW



**Pre-order now!**

[sales@pjur.com](mailto:sales@pjur.com)

**pjur®**

Feel the Real.

PREMIUM INTIMATE PRODUCTS — MADE IN GERMANY SINCE 1995 — PJUR.COM

224-01-009



technological developments that allow us to improve our processes and provide better service to our customers. From inventory and logistics management systems to e-commerce platforms and digital marketing, we are using cutting-edge technology to stay at the forefront.

Furthermore, we aim to not only keep up with the competition but also to lead the market. To achieve this, we invest in the development of innovative and high-quality products. We are continually researching and developing new products that meet the needs and desires of our customers. Additionally, we ensure that these products are of the highest quality and comply with all standards and regulations.

However, it's not just about offering quality products; we also focus on distribution. We know that a good distribution strategy can make a difference. Therefore, we make sure to have an efficient and reliable distribution

network. We work with strategic partners and use the latest logistics technologies to ensure that our products reach the customers quickly and safely.

**As reported in EAN, Dreamlove has taken big steps in the past year to operate more sustainably - for example, you use solar energy, store rainwater to use it as process water, etc. What is your strategy in this regard?**

**Mario:** At Dreamlove, we take pride in being a company that is fully committed to sustainability. We have taken significant steps in the past year to operate in a more eco-friendly manner, implementing various measures to reduce our environmental impact.

One of the main steps we have taken was to install solar panels to generate our own energy. Thanks to this investment, we are now a company powered entirely by solar energy. Not only does this help us reduce our dependence on non-renewable energy sources but it also contributes to lowering greenhouse gas emissions.

Additionally, we have installed a rainwater collection and storage system. We have our own tanks that allow us to harness this natural resource for various internal processes. By using rainwater instead of potable water, we are reducing our water footprint and contribute to the conservation of this valuable resource.



# TABOOM

LUXURY BONDAGE ESSENTIALS



17140  
Taboom  
Luxury Bondage Essentials  
Prick Electro Shock Whip  
RRP: €89,99



WWW.SCALA-NL.COM  
SALES@SCALA-NL.COM  
+31 (0)24 202 2390

**SCALA**



These measures have allowed us to become a more eco-friendly company, but unfortunately, not all news is positive. Despite our significant investment and the Spanish government approving a 30% subsidy of the cost, we have not received any funds from them so far.

It has been two years since we made investments, and despite receiving the authorization letter for the subsidy, the Spanish government has not commented on the payment. This lack of government assistance has been disappointing for us, as we expected their support to sustain our operations and make them profitable. Despite this situation, we remain committed to our mission of being a sustainable and profitable company. Our goal is not only to reduce our environmental impact but also to demonstrate that it is possible to be eco-friendly and successful in the business world.

Over the years, we have worked diligently to develop high-quality products that meet the industry's most stringent standards. Our dedication to sustainability is reflected in every stage of our production process, from material selection to packaging and transportation.

We firmly believe that sustainability should not be a luxury but a responsibility for all companies. That's why we strive to be a role model in our industry. We are convinced that, through our actions, we can inspire others to adopt more sustainable practices and contribute to a greener and more prosperous future.

**The macro trend of 'sustainability and environmental protection' does not seem to play a dominant role in our market (yet). Do you share this opinion? Is our market perhaps missing the boat on a key development here?**

**Mario:** I believe that we play a very important role in people's sexual health and, consequently, in their happiness. However, when discussing the macro trend of sustainability and environmental protection, it doesn't seem to play a dominant role in our market yet.

Sustainability and environmental protection have become highly relevant topics globally. More and more people are concerned about the impact of their actions on the natural environment and seek products and services



we \ VIBE



# Play with love

Come together with We-Vibe  
app-enabled couples vibrators.

**84%**

of users say that  
We-Vibe makes  
sex more playful  
and fun



that are environmentally friendly. This trend has led many industries to take measures to reduce their ecological footprint and contribute to a more sustainable future.

However, in our industry, it seems that we have not yet taken significant steps in this direction. Despite playing such an important role in people's lives, we have not managed to become leaders in environmental protection. This is something we need to address urgently if we want to remain relevant in the current market.

To live up to our role as an industry, we must contribute to protecting the environment by implementing corrective measures in our internal processes. This involves seeking more sustainable alternatives in the production of our products and their packaging. Additionally, we must promote education and awareness about the importance of sustainability among our customers and collaborators.

While some companies in our industry have begun to take steps in this direction, implementing recycling and waste reduction systems in their facilities, opting for more sustainable materials in their product manufacturing, and promoting packaging reuse, these initiatives are not yet enough to make a significant difference in the market.

I firmly believe that we must be leaders in this regard. We cannot afford to lag behind while other industries move towards sustainability. We must take bold and proactive measures to reduce our environmental im-

pact and promote more sustainable practices throughout the production chain.

In addition to being beneficial for the environment, adopting sustainability measures can also be a business opportunity. More and more consumers are willing to pay more for sustainable products and services. By becoming leaders in this aspect, we can attract a wider audience and increase our market share.

In summary, I believe that this macro trend does not yet play a dominant role in our market. I think we are missing out on a key development opportunity by not becoming leaders in environmental protection. To be industry leaders, companies must implement corrective measures in their internal processes and promote more sustainable practices throughout the production chain. This is the only way we can contribute to people's sexual health and, consequently, their happiness in a significant way.

**At the beginning of 2023, you told EAN you believe that the sex toy boom that many predicted for the post-COVID years was only just beginning. Are you similarly optimistic at the start of 2024?**

**Mario:** At the beginning of 2023, I had the opportunity to express my opinions to EAN, and I will gladly share my thoughts on this exciting topic with you. It's not just me saying this; it's coming from four universities in Spain, including Madrid, Barcelona,

# NEW



# PROWLER

# RED



PR-A-004



PR-F-019



PR-F-028



PR-F-020  
PR-F-021



PR-F-033



PR-F-022



PRL-F-008



To order contact [sales@absholdings.com](mailto:sales@absholdings.com)  
or visit our website [www.absholdings.com](http://www.absholdings.com)



Valencia, and Seville. According to studies conducted by these prestigious academic institutions, the market for erotic products is experiencing significant growth. This supports my belief that the rise of sex toys, predicted for the years after the coronavirus pandemic, is about to take off.

Now, let me share with you the reasons for my optimism. First of all, I believe that more and more people are looking for ways to improve their sex lives. The pandemic has had a significant impact on our lives and has led many people to reconsider their priorities. In this context, it is understand-

able that sexual wellbeing takes on greater importance.

Furthermore, technological advancements have resulted in the development of more sophisticated and accessible sex toys. Nowadays, we can find a wide variety of erotic products on the market, from vibrators to anal stimulation toys. There are toys catering to any need and desire, making this an attractive option for those looking to enhance their sex lives.

So, why do I think the boom in the erotic market will grow in the coming years? The answer is simple: Demand is increasing. More and more people are willing to explore their sexuality and experience new sensations. The taboos and stigmas associated with the use of sex toys are slowly disappearing, allowing more people to feel comfortable and open to trying new experiences.

Additionally, the sex toy industry is constantly evolving. Companies are investing in research and development to create safer, more durable, and more effective products. This, in turn, builds trust among consumers and encourages greater interest in sex toys. **e**



# INTOYOU<sup>®</sup> APP SERIES



SHORT DISTANCE  
CONTROL



LONG DISTANCE  
CONTROL

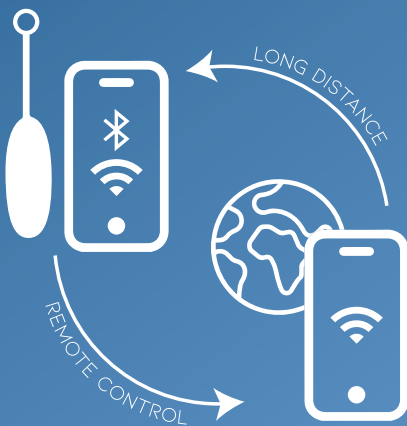


SYNC WITH  
YOUR MUSIC



TOUCH MODE  
CONTROL

**NEW VIBRATING EGGS MADE OF  
DOUBLE-LAYER SILICONE.  
GRADIENT PASTEL COLORS.  
REMOTE CONTROLLED BY  
ACTIVEJOY<sup>®</sup> APP**



**FREE APP**

**FAST & SECURE**

**POWERED BY**



**ACTIVEJOY<sup>®</sup>**



**INTERNATIONAL  
LOVECHERRY**  
EROTIC PRODUCTS GLOBAL DISTRIBUTOR

Distributed in exclusive by  
[www.lovecherry.es](http://www.lovecherry.es)

ACCESSORIES UNLIMITED S.L.  
Ctra. de Catral 61, 03360 Callosa de Segura (Alicante)  
Spain - Phone: +34 96 675 80 00  
[ventas@lovecherry.es](mailto:ventas@lovecherry.es)

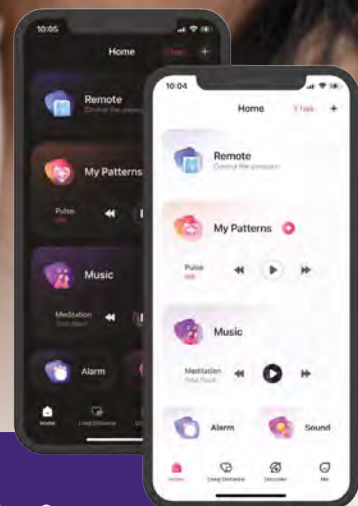


THE LATEST RELEASES FROM

LOVENSE

Sex Tech For Everyone

Control any Lovense toy from  
near or far, wherever you are



more info at [eropartner.com](https://eropartner.com)



**NOW AVAILABLE AT**

**EROPARTNER**  
DISTRIBUTION



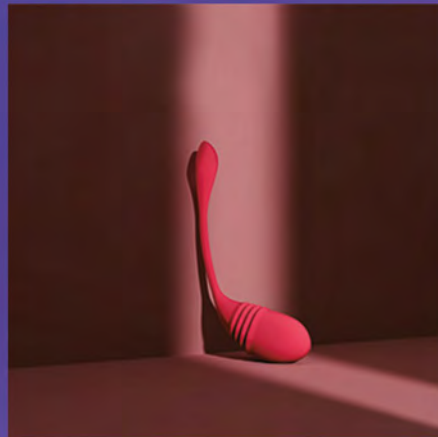
lapis



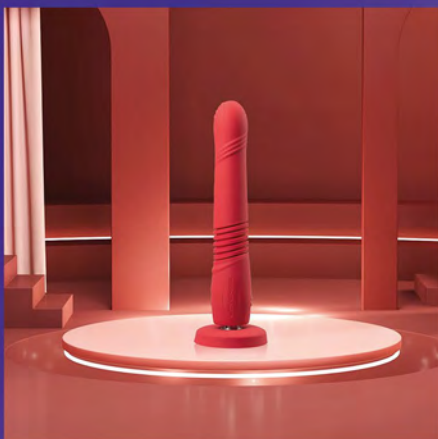
kraken



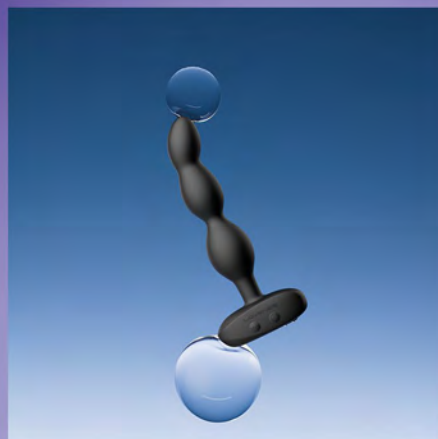
solace



vulse



gravity



ridge



**"URBAN** is designed for successful and sophisticated individuals who savour every aspect of life."

SCALA brings us URBAN by ToyJoy



Rick Zwaan, Product Developer at SCALA

*URBAN is ToyJoy's new, innovative collection of luxury products that reflect quality and sophistication without forgetting about environmental awareness. A perfect choice for discerning consumers who value self-indulgence and self-care in equal measure, as Rick Zwaan, Product Developer at SCALA, tells us in our interview. Apart from sharing more information about URBAN, he also tells us about ToyJoy's intriguing 'Architects of Experience' concept.*

**What sets URBAN by ToyJoy apart from other luxury pleasure product lines?**

**Rick Zwaan:** URBAN by ToyJoy is not just a collection of pleasure products; it represents a new era in luxury and sophistication. Crafted for successful, discerning individuals who value both quality and pleasure, URBAN stands out with its sleek design, groundbreaking features, and a commitment to sustainability. Each product is a work of art designed for self-indulgence.

**Who is the target audience for the URBAN collection, and how do the products cater to the desires and preferences of this group?**

**Rick:** URBAN is designed for successful and sophisticated individuals who savour every aspect of life. The collection caters to those who believe in the essential role of self-indulgence and self-care. With stimulating functions targeting various erogenous zones, these toys are crafted experiences that align with the refined tastes and desires of the modern, discerning individual.

**Can you elaborate on the technological breakthrough that URBAN achieved with their stimulation feature that delicately tickles various intimate areas?**

**Rick:** The tickling sensation in most URBAN toys is a technological breakthrough, providing a unique dimension to personal enjoyment. Designed to target the clitoris, G-spot, penis, and scrotum, this feature invites exploration and discovery of new realms of pleasure. It goes beyond ordinary stimulation, representing a revolutionary approach to intimate experiences.

**Does URBAN by ToyJoy reflect the trend of environmental consciousness, and what steps has the brand taken towards sustainability?**

**Rick:** Aligned with modern environmental consciousness, every URBAN product is elegantly packaged in a luxurious carton box, avoiding unnecessary plastic. This eco-friendly approach reflects SCALA's commitment to sustainability.

**Could you tell us more about the individual products within the URBAN collection and their unique features?**



**Rick:** The URBAN collection offers a symphony of sensations with products like NOVA, a pulsating squeezable stroker, BRONX, a scrotum sleeve & C-ring, and others like ZEPHYR, ELIXER, VERVE, TWIST, BLOOM, FLAMENGO, and FUSHION. Each product is designed for a specific purpose, be it personalized satisfaction, double penetration, clitoral stimulation, or enhancing intimacy among couples.

**What is URBAN's definition of a luxury pleasure product, and what is the significance of the tagline "City Lights, Cosmopolitan Nights"?**





**Rick:** URBAN redefines the standard by merging luxury, innovation, and environmental consciousness. The tagline “City Lights, Cosmopolitan Nights” encapsulates the essence of the collection, symbolizing a lifestyle that combines the vibrancy of city lights with the sophistication of the night. It represents a revolution in personal pleasure, offering a premium and indulgent experience.

**How can retailers explore and incorporate the URBAN experience in their stores?**

**Rick:** Retailers can dive into the URBAN experience by contacting their SCALA account manager or visiting [scala-nl.com](http://scala-nl.com). This allows them to explore the exquisite line and incorporate these sophisticated pleasure products into their offerings.

**In what ways does ToyJoy embody the concept of ‘Architects of Experience?’**

**Rick:** ToyJoy have positioned themselves as ‘Architects of Experience’ by meticulously crafting the URBAN collection. Beyond the basics, each product is designed to deliver a unique and unforgettable experience. From innovative technological features to sophisticated packaging, ToyJoy pays attention to every detail, ensuring that URBAN products go beyond being mere pleasure devices and become companions on a journey of self-discovery and shared experience.



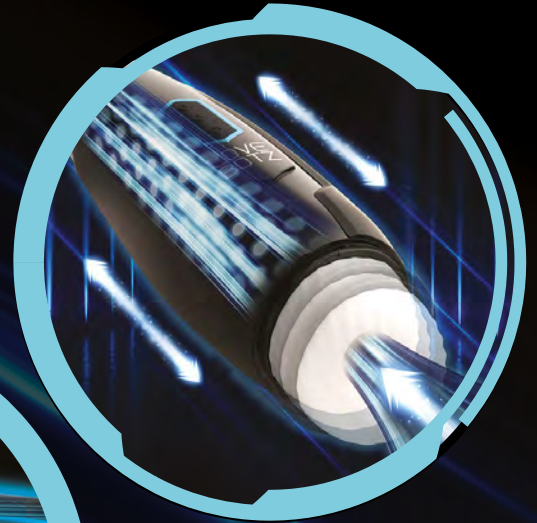


# EXPERIENCE MAXIMUM STIMULATION!

# THE MILKER MAX



**VIBRATION & STROKING ACTION!**



**SCAN QR  
CODE TO SEE  
THE ACTION!**

SKU: AH312



**ALSO AVAILABLE:**



**THE MILKER  
INTENSE**

**SUCKING +  
VIBRATING  
MASTURBATOR**

SKU: AG942



**THE MILKER  
EXTREME**

**SUCKING,  
SQUEEZING &  
VIBRATING  
MASTURBATOR**

SKU: AG943



**THE MILKER  
SUPREME**

**SUCKING,  
WARMING &  
VIBRATING  
MASTURBATOR**

SKU: AG789



**"We are thrilled to have won this award!"**

German Design Award: ORION wins big with the Belou Rotating Vulva Massager

Mark Boderius, Head of Purchase and Product Development at ORION



*Five years went into the development of the Renou Rotating Vulva Massager, but that effort has paid off in spades. Not only is the massager popular with the consumers, as reflected by the sales figures, but is also won over the jury of the German Design Award. Mark Boderius, Head of Purchase and Product Development at ORION, tells us more about the creation of the Belou Rotating Vulva Massager in our EAN interview. Moreover, he explains which features ultimately compelled the jurors to vote for the Renou product, and why it is so important for the sex toy industry to explore new paths in terms of product development and technologies.*

**Congratulations on winning the German Design Award 2024 for the Belou 'Rotating Vulva Massager!' What does this accolade mean to ORION?**

**Mark Boderius:** Thank you very much! We are thrilled to have won this award as it shows that the erotic industry is a place of creative, innovative product design. Our design team is understandably proud, after all, they

have worked on this product for five years. Their hard work definitely paid off, resulting in great sales numbers and now also in this prestigious design award.

**What exactly is the Germany Design Award? How relevant are these awards?**

**Mark Borderius:** The German Design Award is an award presented by the German Design Council. Created in 1953, this foundation ranks as one of the leading institutions of its kind in the entire world, focusing on communication and know-how in the realm of design, brands, and innovation. Consequently, theirs is one of the most coveted awards in the design world. Since 2012, the annual German Design Award has served as an acknowledgment of major design trends, highlighting and rewarding innovations in the fields of product design, communication design, and architecture. In 2024, the jury of the German Design Awards included members from twelve countries, all of whom are renowned design experts from the economic, academic, and the scientific communities.

**What are the unique qualities of the Belou 'Rotating Vulva Massager' that won over the jury?**



**Mark Boderius:** Here is the official statement of the jury: 'The Belou product is both an arousing adult toy and a massage device for the entire body. Due to the ergonomic shape and the ring handle, the product rests securely in the user's hand. The product has a modern, high-quality aesthetic, and its purpose is not immediately recognizable at first glance.'

**The Belou 'Rotating Vulva Massager' hit the market in the summer of 2023. How long did it take to create the product, from the initial idea to the finished product, and what were the biggest challenges you had to overcome?**





Lars Roschek, Product Designer at ORION



**Mark Boderius:** The journey from idea to finished product took close to five years. Our product design team was inspired by a neck massager with rotating pearls. They felt that there should be a product like that for the intimate area. Once that core idea had been formulated, they quickly came up with some sketches and went about 3D printing the first prototype. However, much more time was required to get from that prototype to a sophisticated, ergonomically shaped vibrator for external stimulation - a product that truly added a new dimension to sensual play with its unique design. For instance, following a first round of tests, we decided to make the central balls smaller, and we also reduced vibration strength

several times, as our testers felt it was too intense. Drawing from the feedback of the testers, we found the perfect rotation speed of the balls as well as the ideal number of balls. After that, we went on to fine-tune and optimise the technology and minimise the noise level with the support of several students from the university of applied sciences in Flensburg, Schleswig-Holstein.

**Did the Belou 'Rotating Vulva Massager' face stiff competition in its award category?**

**Mark Boderius:** According to information provided by the German Design Council, there were submissions from 55 countries in 2024, with 53% being international submissions, covering various product categories and projects. Across the various award categories, a total of 65 products/projects received a gold award in 2024. 32 of these were awards for 'Excellent Product Design', which is also the category the Belou Rotating Vulva Massager won.

**For a long time, sex toys didn't get any mainstream recognition – certainly not at big award ceremonies. Fortunately, that has changed in recent years. Is this another example of the growing social acceptance of sex toys?**

**Mark Boderius:** Most definitely! However, it also has to do with the creativity and the innovative spirit of our industry when it



HONEY<sup>®</sup>  
PLAY BOX

# STORMI

*Powerful Wand Massager*

*Delightful Rumble*



POKEWAN



POMI WAND  
with HORNS Attachment





comes to product design. We have been pursuing this strategy for many years, working together with inventors and universities on a regular basis - and not just on the design of our products, but also to develop new technologies and features that result in innovative experiences for the consumers. Getting this kind of recognition in the form of a renowned design award is the cherry on top of the cake. By the way, we had already been nominated in this category before, for our vibepad back in 2021.

**Do renowned mainstream awards such as the German Design Award have any tangible impact? Do the consumers know you are an award-winning company?**

**Mark Boderius:** Granted, there probably aren't many consumers who keep up with design awards, but we can leverage this kind of awards recognition to get media coverage in magazines/ formats that don't normally feature sex toys. And that, in turn, helps us expand our reach and tap into new audiences.

**How exactly will you leverage your German Design Award win in terms of advertisement and marketing?**

**Mark Boderius:** Obviously, we will mention the award across our social media channels and incorporate it in our advertising.





**COMING  
SOON**

**STAY  
TUNED**

**Mistress**

Body made of full silicone • Transplanted hair • Realistic makeup • Vessel textured skin

**DEBRANET**



DISTRIBUTION

[www.debranet.com](http://www.debranet.com) • [sales@debranet.com](mailto:sales@debranet.com) • [office@debranet.com](mailto:office@debranet.com)  
Phone: +36 20 538 50 08 • Open: Monday to Friday 07:00 - 16:00 (CET)



SIGN - BEST SUPPLIER 2022 • PRETTY LOVE - EUROPEAN BEST WHOLESALER 2022 • EAN - OUTSTANDING SERVICES TO THE INDUSTRY FOR CUSTOMER CARE 2022



A nighttime photograph of Barcelona, Spain. In the foreground, the illuminated facade of the Palau Nacional is visible. In the background, the Sagrada Família is perched on a hill, with several powerful blue laser beams radiating from its spires across the dark sky. The city lights of Barcelona are visible in the distance.

# Ero/s

**Erospain** takes over Barcelona!  
The second edition of the Mediterranean  
B2B EXPO returns once again to Barcelona.

**May 05-07, 2024.**

Fira Barcelona- Montjuïc, Spain.





Fira Barcelona

[www.erospain.eu](http://www.erospain.eu)

# Spain



Sponsored by:

**Satisfyer**



**SHUNGA**  
EROTIC ART

**SVAKOM**

**TENGA**  
NEW ADULT CONCEPT



# New faces at Eropartner

Damaris Sikkink joins the Sales team – Maurice Kivits is the new Senior Buyer

Damaris Sikkink



*The beginning of a new year usually brings lots of changes. That includes personnel changes. Take Eropartner, for example. They announced new additions to their Sales team as well as to their purchasing department, with Damaris Sikkink taking up the mantle of Sales Director while Maurice Kivits joins Eropartner as Senior Buyer.*

**How did you come to join Eropartner? How did you find your way into the sex toy industry?**

**Damaris Sikkink:** I was not looking for a new position, I got hunted! Nevertheless, I'm very happy with my new adventure.

**Maurice Kivits:** At the end of 2023, I started to spread the word that I was looking for a new opportunity. In the meantime, I also kept an eye on LinkedIn and found this vacancy. I contacted Tabitha by DM and later by phone and we had a good initial talk. After this, I found a former Eropartner employee in my network whom I could reach out to. I got very positive feedback from him about the company and the people. After interviews with Ronald Kamst, Sjoerd Wijmenga, and Martijn Spoelstra, I was very pleased to receive an offer for the job and the rest is history!

**What were the main reasons for you to choose Eropartner and the sex toy market?**

**Damaris Sikkink:** To be honest... the sex toy industry was not top of my

mind, so I did not have an image of the industry. It was the role which I like very much.

**Maurice Kivits:** My education and experience are all in the textile industry. I didn't really plan to go into the sexual wellness industry. But the feeling that I got from the people with which I had my interviews and the vibe that I experienced in the office gave me a good sense of what the company is like. Until now, they certainly haven't disappointed! Next to this, I was also very much up for a new challenge; after working in the textile industry for over 20 years, I felt that it was time to broaden my horizon.

**How did you envision the sex toy industry before you joined Eropartner?  
How has your perceptions of it changed?**

**Damaris Sikkink:** I did not have any preconceptions. Entering the sex industry was a transformative experience for me. From the outset, I embraced an open-minded approach, free from preconceived notions. My belief is rooted in the understanding that intimacy, be it through sex or making love, is a dynamic and ever-evolving expression of human connection.



**Maurice Kivits:** I have never had any experience in the sex toy industry, same as with a lot of other industries. So, quite difficult to have any specific notions about it. Let's say that I started this job with an open mind about the industry.





### What did you do before you joined Eropartner?

**Damaris Sikkink:** From the age of 19, my career has been deeply intertwined with the dynamic world of fashion. Over the past years, I worked at a great international fashion brand, having the privilege of steering the sales team in the Benelux region, where my primary focus was on propelling growth and navigating the brand to the next level. During this time, I successfully spearheaded initiatives aimed at expanding market share, fostered strategic partnerships, and worked to improve the overall sales ecosystem.

**Maurice Kivits:** I got my Bachelor degree at Hogeschool van Amsterdam, the Amsterdam Fashion Institute. After that, I had a few sales jobs, but that didn't suit me very well.

A few years later I started as Junior Buyer at Makro Netherlands and immediately fell in love with the work of buying. I love working with products, assortments, KPIs, and supply chains. Over the past 15 years, I had the pleasure of working for some larger companies: first Tommy Hilfiger, where I was the Production Coordinator of the Childrenswear collection, and later Just Brands, where I was a Buyer and Product Developer for the shirts of all their brands (PME Legend, Cast Iron and Vanguard).

In 2023, I decided to go for a sustainable job, which unfortunately didn't end well... I realized this must be a sign, the universe was trying to tell me to leave behind the fashion industry and spread my wings to challenge myself in a different way!

### What are your tasks and responsibilities at Eropartner? What does a typical day at work look like for you?

**Damaris Sikkink:** With a strong background in sales and a proven track record of driving growth, I am eager to take on new challenges and contribute to the continued success of the existing sales team, as a leading Sales Director at EQOM Group.

**Maurice Kivits:** As a Senior Buyer, my responsibilities lie in organizing the best possible assortment for the best buying conditions. This means that, together with my colleagues in the purchasing team, I select and buy products from 3rd party brands and suppliers. I make sure these products are



# Orgie

Dare Yourself.

## Dual Vibe!

### Kissable Liquid Vibrator



**Milder Vibration Intensity  
For Louder Moans**



[sales@orgiecompany.com](mailto:sales@orgiecompany.com)

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



[@orgiecompany](https://www.instagram.com/orgiecompany)



bought against the best prices available, with the shortest lead time possible, ensuring the best-possible result for Eropartner. This is the basis of the job, but there are many other facets that require attention to achieve this basis.

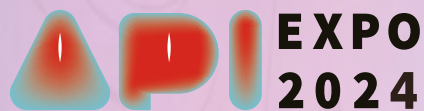
The Purchasing team can't work on the assortments alone; we work very closely with - and are dependent on - the other teams at Eropartner: Sales, Marketing, Logistics, Operations, IT, and Customer Service. It is essential that all the teams work together to ensure the growth of a successful business. Also, our suppliers are key players in making the business successful, and we are proud to work with the best suppliers and products in the industry. However, there are always challenges to be overcome and we do need our suppliers to support us in tackling these challenges.

With all of these different tasks of the job,

there is actually no typical working day for me in the Purchasing team; every day is different since there are many parts of the job that need different levels of attention throughout the days, weeks, and months. For example, in my first weeks, I was busy placing a big number of new purchase orders to get our stock level up. After this round of orders, I have dived more into new product and promotional activities, aligning with Sales and Marketing to make detailed plans for the coming weeks. In February, I will visit the Altitude fair in Las Vegas and in between, I will also be visiting the Veendam offices a few times to get to know the EQOM colleagues and departments better.

**Why are you the right person at the right time for this job?**





# Shanghai International Adult Products Industry Exhibition 2024

**The one stop pleasure products trade  
platform of whole supply chain:**

**400+** factories and brands and distributors in high quality.  
**60,000+** visitors throughout the world.  
**23,000** sqms exhibition scale.

The golden platform where you can purchase pleasure  
products of all kinds.

The golden platform where you can release new products  
and develop global market.

It will be free for you to visit, please log on APICLOUD  
and click buyer registration to do registration:

**API CLOUD :**  
**<https://en.apiexpo-apicloud.com>**

**Nick**  
International  
Marketing Manager

Email: [nick@api-expo.com](mailto:nick@api-expo.com)  
Mobile/Whatsapp/Wechat: 0086-15811121112



:Shanghaiapiexpo

## 19-21 April 2024

Shanghai Convention & Exhibition Center of International Sourcing  
Address: NO.2739 Guangfu West Road, Putuo District Shanghai China





**Damaris Sikkink:** As I explore new opportunities and connections, I find myself drawn to those who share a fresh and open-minded outlook on life. The ability to embrace different perspectives and welcome new ideas is a quality I truly value. Whether it's in personal relationships, professional collaborations, or life adventures, I believe that an open mind fosters growth, creativity, and understanding. I am excited about the possibility of connecting with individuals who bring a sense of curiosity and an openness to the ever-evolving journey we all navigate.

**Maurice Kivits:** Well, I wouldn't want to say myself that I am the right person at the right time for the job. Since I have only just started and this is a completely new industry for me, I believe that only time will tell. However, I do have faith in the judgement of the people with whom I had the interviews. I can say that I certainly have the drive to try and be the right person at the right time.

**What challenges will you be faced with in your new area of responsibility?**

**Damaris Sikkink:** Getting to know all the product will be a big challenge! Together with my team, we aim to take the right steps for further growth to become leader in the market. I believe in partnerships; it's important that we work with our customers as partners.

**Maurice Kivits:** The vast number of SKUs in the assortment of Eropartner is something that has shown to be challenging. The Purchasing team will continue to put more focus on the assortment in such a way that our performance will benefit from it. This in turn will enable us to pay more attention to the products that remain in the assortment or new products we want to add. The amount of data and time needed for each product will only grow bigger in the future, so really need this new focus to ensure that we can

# Oninder



SCAN FOR  
MORE INFO

## This *Valentine's Day*, closer than ever

Share with your partner unique sensations of pleasure thanks to **LISBOA**, the **Oninder** double stimulator that will bring a whole new world of excitement.

With a double motorized ending, you can enjoy a shared and synchronized pleasure. LISBOA is able to stimulate the clitoris and the G-spot simultaneously, allowing you double stimulation both when playing alone and as a couple.

Alone, you can stimulate your senses to climax in a simple way. As a couple, it is ideal to combine in relationships and get pleasure simultaneously during penetration.



In addition, thanks to Oninder technology you can enjoy with your partner without distance being an issue. Control the toy with your App or let your partner control it remotely.

The possibilities are endless,  
are you ready to *discover* them all?



DOWNLOAD THE APP NOW



Google Play



App Store

DISCOVER ONINDER IN [WWW.ONINDER.ES](http://WWW.ONINDER.ES) | @ ONINDER\_CHAT | ONINDEROFFICIAL



offer our customers the best assortment. For me personally, there is also the challenge of getting to know all of these fun products! I already had a few presentations from brands, and I must say that I was amazed by the versatility and variety of the products. I never imagined how creative this industry is!

**To what extent will your previous educational and/or work experience help you in your new role?**

**Damaris Sikkink:** Throughout my years of experience in sales, I have dealt with several kinds of situations, costumers, and products. I see lots of similarities in the sexual wellness and toy industry. My capacities as a leader will help me in my new role as Sales Director.

**Maurice Kivits:** I have 20+ years of experience as a buyer, so I have dealt on various levels with supplier management, assortment building, market analysis, supply chain efficiency, and commercial strategy. Although that experience is from the textile industry, I do see a lot of similarities with the sexual wellness industry. Therefore, this knowledge will also help me in my role as Senior Buyer.

**What are your expectations and goals regarding your new position at Eropartner?**

**Damaris Sikkink:** Besides the great successes that already has been achieved, I believe in creating opportunities. I'm very excited to improve and develop myself and my team, and I have set high but achievable goals. The only way is up!





# Sophisticated companion for endless play



INDIVIDUALITY



SKIN-FRIENDLY



ODOR AND TASTELESS  
FRAGRANCE AND  
DYE FREE,



MY.SIZE QUALITY  
DERMATOLOGICALLY  
TESTED

## MY.SIZE LUBRICANTS - particularly smooth & economical

### LUBE me - Natural

For enjoyable sex - perfect also for sensual massages.

Water-based.

Packaging 100 ml & 250 ml

### LUBE me - Tingly Warming

For a tingly warm and lustful feeling.

Water-based.

Packaging 100 ml & 250 ml

### LUBE me - Anal

Higher viscosity ensures longer sustained sliding properties and supports enjoyable anal sex.

Water-based.

Packaging 100 ml & 250 ml

### As wet as you want

- Class 2a medical device
- Use of particularly high-quality and pure ingredients (pharmaceutical quality)

- Formulation already successfully tested rated „very good“ with a 5-star seal by Dermatest
- very good user feedback
- no animal testing

- all materials used for lubricant production are free of microplastic
- use of sustainable packaging materials

## MY.SIZE - ALL WE DO IS FOR YOUR PLEASURE



Schneider & Tiburtius Rubber Vertriebsgesellschaft mbH  
D-66787 Wadgassen-Hostenbach  
T +49 6834 4006-0 · F +49 6834 4006-11  
info@st-rubber.de

**STRUBBI.COM**

**Maurice Kivits:** In my first few weeks on the job, I found that there is a lot of potential for Eropartner. We have already achieved great success, and I am very excited to contribute to making this success even bigger. I like to set ambitious but achievable goals for myself; this way, I keep on trying to improve myself without losing sight of reality. I see the same mindset here at Eropartner. To me, this is an environment where I can flourish, which in turn will help grow Eropartner. Particular goals for the Purchasing department have been set but are yet to be further developed.

#### What should / are we allowed to know about you as a private individual?

**Damaris Sikkink:** I'm a proud mother of two amazing and beautiful kids whom I love deeply. Family is at the core of my world, and I feel incredibly blessed. In addition to being a dedicated mom, I am passionate about staying active and healthy. You'll often find me at the CrossFit gym, where I commit to challenging myself four to five times a week. I also have a love for the great outdoors, and hiking is one of my favourite

ways to connect with nature and explore the world. Beyond my personal interests, I'm a language coach in my spare time, working with a fantastic Turkish girl. It is a rewarding experience, and I enjoy helping others. On a personal note, I tied the knot in 2023, and the journey of marriage with the love of my life has been a beautiful and transformative experience.

**Maurice Kivits:** There are some things that I am happy to share: I have three kids (all teenagers), whom I love and adore. Their mother and I separated some years ago, but luck has been on my side since I found my new love Daniëlle, with whom I have recently moved into our new home in Krommenie. My third love is my (racing) bike! Now, in the winter time, you can find me riding it online (Zwift), but I am so much looking forward to spring when I can go outside again and enjoy the fresh air and the beautiful Dutch landscapes. Next to this, I enjoy everything culture-related, be it music, traveling, architecture, food, museums, the finer things in life. There are also some things that I don't want to share publicly ... If you are curious, maybe I will tell you if you stop by for a coffee. But only if you also tell me yours as well! **e**

# SHOTS creating *happy* moments<sup>®</sup>

## Erospain, here we come!

Stay tuned for updates on our booth location, special promotions,  
and exclusive giveaways during the event.

We can't wait to see you there!



***Ero//Spain***  
***Mediterranean B2B Expo***

Fira de Barcelona - Montjuïc, 5-7 May



"TABOOM places a strong emphasis on the balance between functionality and aesthetics."

SCALA presents the TABOOM Vogue collection



**SCALA's range of BDSM and Kink products keeps growing as they add TABOOM Vogue, a new collection that combines elegance, aesthetics, and timeless allure while also offering great functionality and attractive pricing. Trudy Pijnacker, CEO of SCALA, tells us more about TABOOM in our EAN interview, pointing out how their new collection stands apart from the glut of products in the BDSM segment.**

**In January, you released your latest collection: TABOOM Vogue, which is available exclusively from SCALA. What inspired TABOOM to create the Vogue collection, and what makes it stand out from other BDSM product lines?**

The collection was inspired by the brand's commitment to empowering individuals on their intimate journeys. It sets itself apart through a meticulous blend of sensuality, elegance, and affordability. Crafted from the softest vegan leather and adorned with hand-placed golden studs, each piece is a work of art that seamlessly

integrates modern aesthetics with timeless allure.

**Could you tell us more about the materials used in the Vogue collection and how TABOOM ensure the comfort and quality of their products?**

The Vogue collection is meticulously handcrafted from the softest vegan leather available, ensuring a luxurious tactile experience. TABOOM prioritizes comfort and quality in its products, employing detailed craftsmanship and a commitment to using premium materials. This dedication guarantees that each item in the Vogue collection not only looks exquisite but also feels comfortable during intimate moments.

**What distinguishes the golden nipple spokes in the Vogue collection from traditional BDSM accessories, and how do they contribute to the theme of empowerment?**

The golden nipple spokes in the Vogue collection represent a

reinvented classic, combining sophistication and chic design. They contribute to the overall theme of empowerment by transforming an iconic BDSM accessory into a symbol of elegance. TABOOM encourages individuals to explore their fantasies without judgment, and these pieces offer a tasteful and contemporary way to do so.

**How does TABOOM balance functionality and aesthetics in the Vogue collection, particularly when it comes to essentials like cuffs, gags or blindfolds?**

TABOOM places a strong emphasis on the balance between functionality and aesthetics. The cuffs, gag, and blindfold in the Vogue collection not only serve their practical purposes but are also designed to evoke sensuality and empowerment. From the soft vegan leather to the intricate golden details, each element is carefully considered to ensure both functionality and an elevated aesthetic experience.

**There was a sneak-peak preview of the new collection at the SCALA stand during eroFame, and the**





launch in January was accompanied by a cover story in SCALA's PLAY Magazine. How have people responded to the Vogue collection so far?

The TABOOM Vogue collection has been met with an overwhelmingly positive reception since its introduction. During the recent eroFame Show, where a sneak peek of the collection was unveiled at the SCALA booth, attendees were captivated by the blend of sensuality, elegance, and affordability that the Vogue collection offers. The collection received acclaim not only for its aesthetic appeal but also for its commitment to quality craftsmanship. In addition to the enthusiastic response at the eroFame Show, TABOOM was honored with the EAN Award for 'Best BDSM Brand of 2023'. This recognition further underscores the success and positive reception of the Vogue collection.

**How does the TABOOM Vogue collection fit into the broader landscape of BDSM and intimate exploration, and what can we expect from the brand in the future?**

TABOOM envisions the Vogue collection as a symbol of the evolving landscape of BDSM, where sensuality and style seamlessly blend. The brand remains committed to redefining boundaries and empowering individuals in their intimate journeys. As for the future, TABOOM continues to explore innovative ways to merge fashion and empowerment, promising exciting developments for those seeking sophistication and passion in their intimate experiences.





Tracy's Dog®

GET READY  
FOR PLEASURE!



Flowliper



OG3



Heart Vibrator

ONE-DC

Phoenixweg 6 | 9641 KS Veendam | the Netherlands  
+31 (0) 598 690 453 | sales@one-dc.com | www.one-dc.com

"I believe 2024 will see a continuation of the development of products for couples."

A closer look at product development in 2023/2024

*Trends come and trends go. That is also - and especially - true in the realm of product development. While some trends manage to make a lasting impression, others fizzle or change, paving the way for something new. EAN asked Andrea Rey, co-founder of the Biird brand, to join us as we explore the general product development trends of the past year and make some predictions about what we can expect to see in 2024.*

Andrea Rey,  
co-founder of the  
Biird brand



**We start with a recap: Were suction toys the dominant category of 2023 when it comes to products for female consumers?**

**Andrea Rey:** Suction toys are indeed still a very popular category. Yet it would be a mistake to ignore all the other types of products. Our users are looking for variety. Eating the same meal every day gets boring, so does

using the same toy over and over. That's why we're trying to craft a very balanced assortment of products, to really provide the best a product can be for each category of products.

**Has the trend of equipping and combining sex toys with modern technology continued to shape product development in 2023?**

Looking for that next new product technology does keep me awake at night. We've got some exciting new ideas that we're currently testing but for Biird, technology is not our main driver. We're more focussed on offering a total experience for our users. Our customers know that when they purchase a Biird product, they won't be let down. The packaging, the unboxing, the experience around our product and of course, using the product itself. It all makes sense, it's all as pleasurable as it can be and it delivers, time and time again.

**There is a lack of real innovation - this point of criticism seems to have come to the forefront in recent years. Is it justified?**

**Andrea Rey:** The adult product industry indeed doesn't move as fast as Silicon Valley. But to say that our industry lacks real innovation would be a mischaracterisation. Innovation is good but it also needs to serve a genuine purpose and truly enhance the life of the user. Innovation in our industry is more coming from the way the products are sold and marketed, the way people are being educated about the importance of self-care ... and that's something to applaud.

**What other factors have influenced product development in 2023? What impact did the macro trend of 'sustainability and environmental protection' have? What role did the topic of inclusion play? And to what extent have demographic aspects and specific requirements from target groups been incorporated into product development?**

**Andrea Rey:** We're very conscious at Biird that everything we make has a toll on the environment. There's no way around that. But we try to do it as sustainable as possible. We aim to always keep the amount of packaging to a minimum, we ship in boxes that are as tight fitting as possible, we plant a tree for every purchase. Those are all small actions in the grand scheme of things but we hope they somewhat contribute to a more livable world. Inclusion is also quite ingrained at Biird. We try not to perpetuate the beauty standards out there in any of our materials and we aim to be as open and approachable as possible for our audience.

**What do you expect to see in terms of product development in 2024? Business as usual or a quantum leap?**

**Andrea Rey:** Business as usual indeed. We're launching some new products we're







very excited about but we won't be making that quantum leap this year. Haha. We're really about quality over quantity so before we launch something, we want everything to really be exactly as we want it. And that takes time.

**Back to the trend of incorporating modern technology in sex toys, which will probably continue throughout 2024.**

**Many feel that the industry may overdo it with its focus on modern technologies such as app controls, fearing that this development is based neither on actual demand nor on real added value. What is your opinion?**

**Andrea Rey:** It's true that oftentimes, technology is added just for the sake of being able to say that something now has a new feature. Regardless of whether that extra feature really brings any benefit to the user. We're a bit more conservative in that way. We'd love to be able to make our products a bit 'smarter' but we haven't yet found a way to incorporate this into the product without making it more cumbersome to use. This comes back to our belief that products should be easy to use and pleasurable and that every feature needs to truly add value. We want it to be more than some gimmick slapped on.

**In recent years, there have been big buzzwords when it comes to the marketing of sex toys. First, everybody was talking about 'toys for women', then came 'toys for couples', then 'toys for men', and last year, the buzzword was 'sexual wellness'. What buzzword do you expect for 2024?**

**Andrea Rey:** I believe 2024 will see a continuation of the development of products for couples. This part of the market is still very underdeveloped and could really use some new and fresh ideas.

# TABOOM VOGUE

17426

Taboom Vogue  
Studded Whip  
RRP: €42,99

17423

Taboom Vogue  
Studded Collar and Leash  
RRP: €42,99



WWW.SCALA-NL.COM  
SALES@SCALA-NL.COM  
+31 (0)24 202 2390

**SCALA**

Technological progress knows no end. Do you see signs on the horizon that we may soon be using technologies for sexual stimulation that we are not even thinking about right now? Or will suction, vibration, oscillation etc. continue to be the measure of all things?

**Andrea Rey:** Haha. I hope we haven't reached peak pleasure technology. Vibration has been around for quite a while now and I don't see that going away. After all, there's a reason why it's popular. I hope we get to see some new technologies in the coming years, hopefully some of that comes from Biird but anything new in the market is good for the whole market as it brings renewed interest.

**When we take a step back from technologies and products to look at the big**

**picture, doesn't it feel like the trend that shaped our industry the most - including product development - has actually been the broader acceptance of sex toys among the mainstream of society?**

**Andrea Rey:** Absolutely! This is what I was touching on earlier. Without this pleasure-positive movement, we wouldn't be here today. It's an effort that has been going on for quite a few years now and that's something quite a few companies in the pleasure industry can be proud of. There's been this drive both from the consumers demanding better products as well as the brands really listening and providing these products made for the younger generations. We've come a long way, there's still quite some work to do but self-pleasure and pleasure products are definitely not something to be ashamed of anymore and that's good for everyone.

e





NEW

# P-CAGE

THE PERFECT CHASTITY CAGE BY RIMBA

accessories included  
with every Rimba P-cage



## CHASTITY CAGES FROM RIMBA

- 18 cage models
- no-padlock design
- 5 rings included
- plane safe plastic locks
- available in pink&black



Designed in  
the Netherlands



Plane safe



High-Quality  
ABS plastic



Unrivalled  
versatility

**RIMBA**<sup>®</sup>  
LET'SPLAY

OUR  
**NEWEST**  
TOYLINE



#2655



#2656



#2653



#2654



#2651



#2652

# Sensual Nights

**RIMBA**<sup>®</sup>  
LET'SPLAY

WWW.RIMBA.EU •

✓ FAST DELIVERY, WORLDWIDE ✓ HIGHEST QUALITY ✓ RICH EXPERIENCE SINCE 1971

© 2023 Rimba BV • Moskesbaan 10 • 4823 AH Breda • The Netherlands • Tel. +31-765414484 • info@rimba.eu

**25<sup>th</sup>**  
**Anniversary**

**mega** **sales** *Promotion!*

**25%**  
**OFF**

*Till the  
Last Stock*

*On all these*  
**MASSAGE Oil**  
*variants*

**HOT Productions & Vertriebs GmbH: [www.world-of-hot.com](http://www.world-of-hot.com) /// Wagrain Str. 35 /// 4840 Vöcklabruck ///**  
AUSTRIA email: [office@hot-dl.com](mailto:office@hot-dl.com) /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossiste /// Disponibile a través de su vendedor mayorista /// Disponibili presso il vostro grossista ///  
Verkrijgbaar bij uw groothandel /// Disponível junto do seu comerciante grossista /// Pães hos din engros forhandler /// Finns hos Din grossist /// Dostępne w państwie hurtowniach

**HOT**

London - Miami - Tokyo



HOT

London - Miami - Tokyo



special  
exotic

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44081

fresh  
tropic

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44082

pure  
extase

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44083

soft  
jasmijn

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44084

basic  
natural

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44085

sweet  
oriental

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44086

active  
warming

MASSAGE OIL  
100ML/3.4FL.OZ  
ART. NO. 44087



**"The OG line targets modern, independent individuals seeking quality and innovative sensual experiences."**

OG Sucking Vibrator: The magic of Tracy's Dog

***In this interview, Fish Zang, head of the Tracy's Dog brand, tells us how the successful OG line of Tracy's Dog products was created and how the first concepts, developed back in 2015, blossomed into four products: OG Classic, OG Pro 2, OG Flow und OG 3.***

**When did you first come up with the idea for the OG line?**

**Fish Zang:** The first ideas for the OG line were conceived in 2015, inspired by lacklustre state of the female sensual toy market and the need for a product that would truly resonate with modern women.

**What concepts and philosophies guided you throughout the development phase? What innovations did you want to bring to the market with the OG line?**

**Fish Zang:** The development philosophy centred around deep alignment with the female body and desires, avoiding assumptions or existing research. The concept was to create a high-quality, effective pleasure tool that was innovative and safe. The OG line, including the new OG 3, offers innovative features such as synchronized G-spot vibration and clitoral stimulation frequencies, advanced sucking technology, and a variety of options with 10 vibration patterns and 10 suction modes. The OG 3 adds to that a unique blend of external sucking and internal vibration, offering a versa-

tile 2-in-1 experience. It's designed for both solo and partner play, providing a personalized journey of self-discovery and pleasure. The OG 3's Dynamic Pulse Mode and adjustable intensity levels cater to every mood and desire, ensuring an unparalleled experience of pleasure and intimacy. This line is crafted to deliver a unique, fulfilling experience, emphasizing versatility and personalization in sexual wellness.

**How long did the development process take? How difficult was it to get from the idea to the finished product?**

**Fish Zang:** The initial development took about a year, from early 2016 to 2017. The process involved extensive market research, multiple rounds of user testing, and 14 design revisions, making it a meticulous and thorough journey from idea to final product.

**When the first OG launched onto the market, it was very well received. What qualities make it so unique? What are its most impressive features?**

*Combining vibration and suction in one toy, the OG Classic laid the foundation for the ongoing success of the OG line*



**Fish Zang:** The first OG's unique features include its precision when stimulating both the G-spot and the clitoris, its unmatched sucking technology, and the versatility of its vibration and suction modes.

**Could you provide some additional information about the materials you used?**

**Fish Zang:** The OG products are made from superior quality silicon, which is waterproof, odourless, silky smooth, and body-safe, ensuring durability and a gentle feeling on the skin.

**As we all know, you eat with your eyes first – what can you tell us about the packaging concept of the products?**

**Fish Zang:** The OG products come in attractive packaging, including a beautiful box and a silk toy bag, emphasizing both aesthetics and functionality.

**The line has continued to grow, and more OG products have followed. How many products does the OG line comprise at present?**

**Fish Zang:** The OG line currently includes four products: the original OG Classic, OG Pro 2, OG Flow, and the recent OG 3, each with distinct features and functionalities.

**How do the individual OG products differ from one another and what properties do they share?**

**Fish Zang:** While each OG product has its unique character, they all share the brand's commitment to quality, innovation, and user experience, with features like double-pleasure suction-vibration and ergonomic designs.

**Who is the target audience for the OG line? What expectations**



*Among many other things, the OG Pro 2 can also be controlled via remote*



*The OG3 is the latest addition to the OG line and can be split into two parts*



**does this audience have regarding your brand and your products?**

**Fish Zang:** The OG line targets modern, independent individuals seeking quality and innovative sensual experiences. The audience expects products that are both effective and safe, aligning with their sophisticated needs.

**How important was and is the OG line for Tracy's Dog as a brand? What role did it play in making your brand known around the world?**

**Fish Zang:** The OG line has been crucial in establishing Tracy's Dog as a globally recognized brand, significantly contributing to our reputation for quality and innovation in the sexual wellness market.

**Are there plans to further expand the OG line? If so, what kinds of products can we expect to see?**

**Fish Zang:** There are plans to further expand the OG line, with considerations for new products that continue to embody the brand's standards of innovation, quality, and user satisfaction.

**What are your standards for new products? What boxes do they have to tick to get the Tracy's Dog seal of approval?**

**Fish Zang:** New products must meet high standards of quality, innovation, user experience, and safety to receive the Tracy's Dog seal of approval.



*Bad Kitty*

**ORION**

WHOLESALE

# EXTRA THRILLING PLEASURE

Perfect for exciting  
bondage fantasies  
from gentle to hard.



2480506



BUSINESS MEETS PLEASURE

**ORION-WHOLESALE.com**

Tel. +49 461 5040-308 · [wholesale@orion.de](mailto:wholesale@orion.de)





**Which trends have had the biggest impact on product development at Tracy's Dog?**

**Fish Zang:** In the current economic climate, that would be the advancements in industry materials and craftsmanship, and the strengthening of supply chain ESG (Environmental, Social, and Governance) practices. Tracy's Dog is increasingly focusing on safety and affordability as the primary values in our product development. These efforts are further accentuated by our keen attention to trends in sexual wellness, cutting-edge technology, and valuable user feedback, all of which play significant roles in shaping our product development. This approach ensures that we not only meet but exceed the evolving needs and expectations of our customers, offering them high-quality, safe, and affordable products that align with the latest

trends and technological advancements in sexual wellness.

**Where can European retailers order your OG products? Do you work with distributors?**

**Fish Zang:** European retailers interested in purchasing our OG products can do so through our exclusive distributor, ONE-DC (EDC Wholesale), based in the Netherlands. For those who are keen on distributing our products and wish to explore this opportunity, you can directly contact ONE-DC for distribution inquiries. As for non-European distributors, please directly contact the Tracy's Dog Wholesale team.

**Do you have some advice for retailers on how to maximise sales with your OG products?**

**Fish Zang:** To maximize sales with Tracy's Dog OG products, retailers should engage in a collaborative campaign focusing on a structured marketing approach that includes both online and offline channels. This strategy involves a kickoff meeting to align brand narratives, followed by a targeted multichannel marketing campaign, leveraging automation and personalized content to effectively reach and engage the desired customer base. The process is designed to be adaptable, with continuous monitoring and post-campaign analysis to ensure optimal results.



# PLEASURES

## SWIRL



*Awaken your senses,  
live free.*



# „OhMiBod really prides itself on being a pioneer in the #sextech revolution.“

SPHINX - app-controlled wearable vibrating nipple clamps from OhMiBod

Suki Dunham, founder & CEO of OhMiBod



*The latest product from OhMiBod is called SPHINX and it represents a first in the history of the brand, which is probably best-known for its app-controlled vibrators. You see, SPHINX is their first foray into the world of nipple clamps. How are the brand values of OhMiBod reflected in this new product? How does SPHINX stand apart from other nipple clamps in the market? EAN asked the questions and Suki Dunham, founder and CEO of OhMiBod provided the answers.*

**When did you come up with the idea of making nipple clamps?**

**Suki Dunham:** This product has been something we've been working on for a while now. We started the product design process well over a year ago. When we kicked off this project, there were no other app-controlled nipple clamps on the market. This product was one that I was particularly excited to release. The Sphinx allowed us to target a new erogenous zone in the app-connected category.

**Nipple clamps are available in many variations. What kind of spin does SPHINX add? What makes the product stand out from the crowd?**

**Suki:** You are right, there are many different types of nipple clamps out there, but in many cases these products are designed to be experienced embracing that threshold between pain and pleasure. Sphinx is a bit softer than this. Sphinx is designed to be worn, look sexy and feel good. It is really a one-of-a-kind product, it is not only incredibly interactive, but its jewellery-inspired design ensures that you experience your pleasure in style. Sphinx, when

paired with our OhMiBod Remote App, allows users to explore different modes from anywhere - across the bedroom or across the world. Our brand is rooted in music-driven vibrations and the Sphinx can have you vibing to the beat in a whole new way. Using modes like Music and Club Vibe, you can sync the nipple clamps to your favourite Spotify or Apple Music playlists, or let the Sphinx take in surrounding ambient sounds and match the vibrations. This functionality really blows our customers away, and we wanted to make sure that the Sphinx was a cutting-edge product.

**Could you give us some information about the features of your new product?**

**Suki:** The Sphinx is our app-controlled wearable vibrating nipple clamps, a first for OhMiBod! We created this product to not only be beautiful but are packed with quality and functionality you expect from an OhMiBod product. When we design a product, we believe that every detail counts. As an example, the nipple clamps themselves are designed with ridges, so that while you're using the product they don't slip off. Another detail that we didn't want to overlook is the quality of the necklace. We know that consumers are conscientious about the materials they use on their bodies which is

why our Sphinx necklace is made of stainless steel.

**How much OhMiBod is there in SPHINX? Or to put it another way: How does SPHINX reflect the OhMiBod brand values?**

**Suki:** OhMiBod really prides itself on being a pioneer in the #sextech revolution. We know that when you purchase a high-tech product, you are not only purchasing the hardware, so to speak, but you are also purchasing the software – app functionality. Over the years, OhMiBod has managed to not only solidify itself as a top-brand in pleasure products, but also app-development. We are committed to maintaining the cutting-edge technology and intuitive approach to user interface design that makes our products stand out from the crowd. Sphinx reflects this commitment, bringing together pleasure and tech in a stylish new way.

**In the official press release accompanying the launch of SPHINX, you speak of a 'bodygasm.' What exactly do you mean by that?**

**Suki:** It's our new favourite term! When we talk about a 'bodygasm', what we really





mean is a full-body experience that other products don't offer. The Sphinx pairs perfectly with our other app-controlled products, so that the user can experience app-controlled pleasure in different erogenous zones at the same time. For example, you can connect the Sphinx to our Foxy wearable panty vibe and together the products stimulate both erogenous zones, creating a mind-blowing experience for the user. Using the OhMiBod Remote App you can target not only one zone, but two!

**There is a lot of technology in your products - how difficult was it to fit this tech into small clamps?**

**Suki:** Great observation. Yes, it is definitely not easy, especially when you want a certain design aesthetic (e.g. having the on/off button in a particular place). There is always a balancing act between form and function. I'm really pleased with what we've been able to accomplish on this front.

**Who is the target audience for SPHINX? What demands does this group place on you as a brand and your products?**

**Suki:** Sphinx was developed for a customer looking to explore nipple play in a whole new way. Customers have come to expect high performing products with great quality from OhMiBod and we will continue to work to meet their expectations.

**When will SPHINX be available in Europe and which distributors will carry the product?**

**Suki:** Yes! OhMiBod has been long time partners with Eropartner. We have also recently announced that Doc Johnson is our new master distributor which will allow new customers to have access to our collections.

**Since the year has only just begun, what can the market expect from you throughout 2024? Are there more products in the pipeline?**

**Suki:** In this industry, it's all about listening to the feedback and developing as you go. As we begin 2024, OhMiBod is committed to creating high-end luxury pleasure products that offer a wide range of functionality and design. We already have 4 new products in our pipeline for 2024 which we hope to introduce throughout this year. **e**



# nude

let's get naked.

a wonderful  
new collection

by  
**dt**  
dreamtoys



"We are working hard to keep track of new trends and do our best to fulfill market needs."

Crazy Horse - WHIPS introduces a new collection



*Creating a new product line that really sticks out from the competition is no small feat. Pawel Graczyk tells us how Polish leather manufacture WHIPS Collection achieved this goal with their latest collection, called Crazy Horse.*

**Pawel, let's start with the story of how your new line came about. When was the idea for Crazy Horse born and how long did it take to get to the finished products?**

**Pawel Graczyk:** That's quite a long story... Actually, the designs were ready many months ago. We were just waiting for the right moment so clients could see this collection at eroFame 2023 for the very first time. They were very enthusiastic about it, and we started selling the collection at the beginning of 2024. Many said that the blue colour resembles the night sky. And banal as it may seem, that was exactly our inspiration, born during a holiday I spent in northern Italy. I was astonished by the night landscape and thought it would be nice to somehow recreate that feeling in our collections. This is

how we came up with the idea of using this very special kind of leather.

**How difficult is it to come up with something new in a market that is already overflowing with products?**

**Pawel:** Indeed, it's quite the challenge. Like you said, the market is full of many different products. It is very challenging to come up with something that would stand out from the crowd. I would even go so far as to say that it is the most challenging part of our work. The market needs fresh ideas and customers want to be surprised with novelties. We are working hard to keep track of new trends and do our best to address market needs.

**How does Crazy Horse stand apart from your previous collections and how does the new line reflect the values that WHIPS stands for?**


**Pawel:** It is the first time that we use this kind of leather, called Crazy Horse. It is known for its unmatched quality, beauty, and durability. The name is no coincidence: For centuries, it has been used

in saddlery, where the quality of the raw material is a big priority.

Crazy horse is treated with natural waxes, making it extremely pleasant to the touch. One of its natural characteristics is the ability to 'change colour'. With every scratch and fold you can observe changing hues, which gives the products a very unique style. The colours are very rich and deep which makes the products look truly mesmerizing.

As with every product that leaves our workshop, everything is made by hand. But because we have mastered our processes, we are still able to deliver thousands of products to our customers, which we are very proud of.

**The new line consists of handcuffs, collars, whips, and leashes. Could you provide a short description of the individual products and their unique selling points?**

**Pawel:** We have focused on the most popular product categories to create a perfect starting point for BDSM play. Collars, cuffs and whips have always been the most sought after products as they create many possibilities, and many 





More information about the new WHIPS product line can be found at [www.forbdsm.com](http://www.forbdsm.com)

people choose them as their first erotic product.

We want people to feel comfortable, so we place particular emphasis on use of natural materials. This is how we came up with our slogan and we stand by it: It's all natural.

### Who is the target audience for Crazy Horse?

**Pawel:** As usual, we want our products to be available to all customers. With the Crazy Horse collection, the clients can choose between two sizes, S and L, so anyone who is interested in these products can also use them.

### Which distributors sell the Crazy Horse line across Europe?

**Pawel:** It's available at Bioconcept - they are our first distributor for the new line.



The new collection is made from Crazy Horse leather, famed for its quality, beauty, and durability

You can also get the products at Boys of Toys.

### Are you interested in expanding your distribution network in Europe?

**Pawel:** Yes, this is our main objective this year. We established plenty of new contacts at eroFame and met lots of amazing people we have already started working with. We definitely have big plans.

### What can the market expect from WHIPS this year? Do you already have ideas for new product lines?

**Pawel:** Well, following eroFame 2023, our heads are full of ideas. We will bring lots of new things to the table this year. We have already started working on two projects. We will introduce something very, very special. A little patience is all we need!

e

DUSED0.COM  
DISTRIBUTION

# SPORT FUCKER

TPE AND SILICONE

BALLER, STACKER AND READY RINGS



"Once again, we created something unique that cannot be found anywhere else on the market."

Plazacraft presents 'The Lovers – Stories'



Roman Plaza, head of Plazacraft and inventor of card game 'The Lovers'

*In this interview, Roman Plaza, head of Plazacraft and inventor of the card game 'The Lovers', tells us about the latest addition to his game series, 'The Lovers – Stories', which offers lots of new surprises and excitement while maintaining the quality, aesthetics, and frisky fun that made 'The Lovers' such a success among the fans.*

'The Lovers - Stories' is a new version of your card game 'The Lovers'. Please, tell us more about it. For example, how long did you work on it?

**Roman Plaza:** 'The Lovers - Stories' is new version of our series of exclusive games for couples. This time, we put a lot of effort into not only the imagery, but also the text content as well. 'Stories' contains not just simple tasks but descriptions of whole scenarios for partners to play out. Because of that, it took us a lot of time to develop the game - the idea was born one and half year ago, and it has only just launched now.

**What's new in 'The Lovers - Stories'? And what are the elements that make 'The Lovers' so unique - quality, aesthetics, boldness, game mechanics?**

**Roman:** For 'Stories' we kept all the attributes that made previous versions so unique. There is a new look for each card, everything has the same quality as before, we divided boldness into levels as before. What is new is the mechanics. Once again, we



created something unique that cannot be found anywhere else on the market. The concept of 'The Lovers - Stories' is to give partners a detailed scenario for role play. What is mind blowing is that partners don't know each other's scenario. As before, we want them to build tension and be surprised.

**Like the previous versions, 'The Lovers - Stories' also has different levels. It starts with the 'Romantic' level and the 'Hardcore' level will be released later in the year. What are the differences?**

**Roman:** We have built our series in a way so partners can easily choose a version based on their needs. The 'Romantic' Levels include scenarios that are soft, geared towards partners that prefer 'to do it in the light of candles'. 'Hardcore' on the other hand is for partners who play with BDSM, enjoy domination and submission.

**Who is the target audience for 'The Lovers - Stories'?**

**Roman:** It's for everyone who is old enough to have sex. I think that it will be particularly fun for people who are bored

with the games that already exist on the market, people who are open to new experiences, and especially those who like role play. However, 'Stories' is as engaging as the other games in the 'The Lovers' series, so I would recommend it only for those who like to be involved. 'The Lovers' only works if you are willing to commit to the scenarios.

**How much demand is there for games with erotic elements? Is the market growing or will this always be a niche segment?**

**Roman:** I think the market is growing. Nowadays, there are more and more new games, and their quality is getting better. This means that there is demand. 'The Lovers' has also become a much more recognizable brand compared to two years ago. The most challenging thing about the erotic games segment is marketing and making people aware of the existence of the games. These are neither sex toys nor classic games for families, and that makes it difficult to place these products.

**Where can interested retailers order 'The Lovers - Stories'?**





Marzena Kmiecik  
and Roman Plaza  
at eroFame 2023

**Directly from you or also through distributors and wholesalers?**

**Roman:** We are a small startup and 'The Lovers' series is our only product, so it can be bought directly from us. In Poland and France, there are also wholesalers who already have 'The Lovers' in their assortment.

**Last year, your card game was translated into an additional language. Which languages are currently available? And are you planning more language versions?**

**Roman:** Currently, the game is released in English, Polish and French. We would very much like to translate the game into other languages as well, however that is always connected with big investments for us.

**How difficult is it to convey the content and the special appeal of your game in different languages?**

**Roman:** We see a lot of difficulties; on one hand, we entrust the translation to professionals but on the other hand, we cannot verify how idiosyncratic it 'sounds' in that language. In order to build tension and not spoil the atmosphere, it is very important to use erotic words in right way. Another challenge is to make the game work for all players, regardless of gender – e.g. the person who dominates can be any gender.

**What is next for your card game? Do you already have ideas for new versions or expansions?**

**Roman:** We are already preparing the launch of 'The Lovers Stories – Level 2 Hardcore.' The plan is to get it out in Q3/Q4 of 2024. After that, we will either start working on a new version of the series - we still have a lot of ideas, you see - or continue work on 'Level 3 – Pervert'.

e

A woman with long, wavy blonde hair is posing against a light-colored wall. She is wearing a bright pink, mesh-like two-piece outfit consisting of a crop top and high-waisted shorts. The top has a crisscross pattern of cutouts. She has her arms raised, with her hands behind her head. Her eyes are closed, and she has a serene expression. The lighting is dramatic, coming from the side, creating strong shadows on the wall behind her.

*Leg Avenue*™

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



**"We love the ownership of the many groups within this industry and the passion within it"**

Sean Quinn, founder of All Point Retail, helps businesses navigate the tricky waters of technology



Sean Quinn, founder of All Point Retail

*After 20 years of experience 1,745 retail clients, and the strength of a 24/7 customer service team, Sean Quinn knows one thing all too well. Most retailers are being lead down a confusing, frustrating, and fixed path by their technology service providers. Quinn is the founder of All Point Retail, a team of battle-savvy, seasoned vets with consulting, IT, development and operational retail prowess. Quinn's company slogan is 'We don't want to be your vendor, we want to be your IT team,' and All Point is out to prove it with specialized service offerings for pleasure retailers. Headquartered in Sarasota, Florida, USA. All Point Retail's executive team brings a combined 122 years of career knowledge covering software, hardware, and most of all, how to instill trust in their treasured pleasure industry clients.*

Sean, tell me a bit about your background prior to launching All Point Retail. What's your educational and professional background? Where did you get your start in your career and later, your passion for entrepreneurship?

**Sean Quinn:** I attended Michigan State University and majored in advertising, which is a love that I still lean on. I then served as a US Army Captain for 8 years, where I moved around across in Arizona, Georgia, Hawaii, and Korea. From there, I entered corporate America to work for Icon office solutions, where I was the National Director of Federal Government Operations, and I became the GM of Hawaii (which was a great gig!).

In 2007, I quit corporate to start my first tech firm, where we did “Technology as a Service” for pretty much all industries. I did this from 2007 to 2011, where I grew the business from 1 to \$15mm in 4 years before I sold it. From there, I jumped into a startup for 5 years before I was pulled back into “Technology as a Service” for the retail vertical in 2017. Since then, we have expanded our offerings into many various verticals.

**What brought you to the pleasure products industry? Does All Point Retail specialize in the sex toy space or seek out pleasure industry businesses in particular as clients?**

**Sean:** All Point focuses on many retail verticals, but this is one of our largest,

and FAVORITE. We love the ownership of the many groups within this industry, and the passion within it. It's contagious. This industry is also incredibly supportive and sharing, and I honestly don't know why more people don't seek it out. Another point is that these are some of the best retail operators of all the verticals that we touch.

**What, exactly, does All Point Retail offer to sex toy retailers to assist with their technical needs?**

**Sean:** We call are offering a unique thing called Managed Retail Commerce, and this is what it entails.

- We provide all of the technology infrastructure and services a retailer needs at the brick and mortar level.
- We implement retail software platforms that provide TRUE unified commerce solution that include POS, OMS, CRM, ecommerce, and Warehouse Management.
- We write necessary integrations across multiple platforms
- We also provide retail consulting and best practices culled from our work across all verticals and solutions that are agnostic to software and hardware.





**What does All Point Retail offer to sex toy retailers that's really unique; something they can't find elsewhere or someone who understands their needs as intimate health businesses?**

**Sean:** Because we have so many adult-focused retailers in our client portfolio, we understand the industry and unique challenges around it. Our business model requires no investment up front and includes ALL of the hardware, software, implementation and ongoing services and consulting for one monthly charge. This removes the barrier to change because of the upfront capital expense, which is the thing that keeps so many from making a move.

We are also the only group that is solutions neutral, so we can hold our client's hand

throughout every single part of the process: hardware, software, migration from the old system and training on the new system.

**Give some examples of your current pleasure industry clients and what you do for them. How has All Point Retail greatly improved their ability to function and thrive?**

**Sean:** We have Adam and Eve, Lover's Lane and all of the Playboy group brands, including Lovers stores and Honey Birdette. We serve them in whatever ways that they need us for. Some use us for all of their technology needs and some just partial. That's the beauty of our model. We are there to support them however they need us to.



# VIVE

HAPPY  
MOTHER'S DAY!  
CELEBRATING THE  
EXTRAORDINARY  
WOMEN WHO MAKE  
LIFE BEAUTIFUL!



THE  
HIGHEST  
STANDARD  
FOR YOUR  
PLEASURE



Discover the entire collection on **shots.nl** and **shotsamerica.com**







MY.SIZE Mix 53, 10er  
Item no.: 100000019058  
MY.SIZE Mix 53, 28er  
Item no.: 100000019059



MY.SIZE Mix 49, 10er  
Item no.: 100000019054  
MY.SIZE Mix 49, 28er  
Item no.: 100000019055



MY.SIZE Mix 57, 10er  
Item no.: 100000019062  
MY.SIZE Mix 57, 28er  
Item no.: 100000019063

New at  
ST RUBBER  
in the  
assortment!



MY.SIZE Mix 60, 10er  
Item no.: 100000019066  
MY.SIZE Mix 60, 28er  
Item no.: 100000019067



MY.SIZE Mix 64, 10er  
Item no.: 100000019070  
MY.SIZE Mix 64, 28er  
Item no.: 100000019071



MY.SIZE Mix 69, 10er  
Item no.: 100000019074  
MY.SIZE Mix 69, 28er  
Item no.: 100000019075

**10-pack content:** 10 condoms of natural rubber latex with reservoir, cylindrical, moist. 4 pieces: natural color, smooth; 2 each: natural color, ribbed - red strawberry flavored - blue.

**28-pack-content:** 28 condoms made of natural rubber latex with reservoir, cylindrical, moist. 7 each: natural color, smooth; natural color, ribbed; red with strawberry flavor; blue.



Schneider & Tiburtius Rubber Vertriebsgesellschaft mbH  
D-66787 Wadgassen-Hostenbach  
T +49 6834 4006-0 · F +49 6834 4006-11  
info@st-rubber.de

STRUBBI.COM



**businesses? Will things ever become easier for these types of companies, considering the difficulties adult stores have experienced due to stigmas?**

**Sean:** At All Point, because of our commitment to this industry, we've actually solved a lot of these issues, or at least mitigated it.

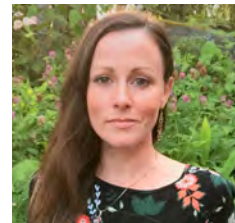
We deliver merchant rates lower than traditional ones because of our size and scope. We finance retailers with packages in places that others would not. We're proud of the industry and constantly promote it in our social media, our Retail Radar blogs, and retail industry presence advocacy.

As we watch the proliferation of adult toys into big box brands like Target and Sephora, it certainly helps desensitize the 'stigma.' However, the advantage is still with the independent adult retailers. With their ability to provide knowledge, training, intimate consulting and better personalization, particularly with the right tech

stack and training behind them, we see nothing but positive traction for our adult retail owners. The big brands are making sex toys more accessible, but customers still want the 'intimate' experience of the boutique shops.

**What are your plans for the future of All Point Retail to continue aiding adult retailers?**

**Sean:** We are working on an ongoing project to streamline the procurement process between manufacturers, distributors and retailers to get the best inventory levels and pricing into the retailer's hands as frictionless as possible. This can be done via integrated platforms, and we are working hard to make it mainstream. **e**



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

# PLEASURES

## VELVET

Find all the pleasure in  
the palm of your **hands.**



[info@dildosassorted.com](mailto:info@dildosassorted.com) | [dildosassorted.com](http://dildosassorted.com)

Dildos Assorted is the official distributor in Spain

Carrer del Progrés 2-C • Barcelona - Gavà (08850) • Spain • Tel. +34 936651042

  
Dildos Assorted



*Our Monthly Mayhem with Pedro Correia, CEO & Senior Partner of Portuguese retail company Refixe, is all about positive vibes, which only seems fitting for our industry. Over the course of our interview, we also encounter astronauts, chefs, Pharrell Williams, and Steve Jobs in a pivotal role.*

**What expectations did you start the new year with? Are you positive about the future?**

**Pedro Correia:** New year, new vibes! Positive vibes only. I expect a year filled with growth, innovation, and pleasure.

**What was your childhood ambition?**

**Pedro Correia:** I dreamt of being an astronaut, but now I'm navigating a different kind of space.

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

**Pedro Correia:** I entered the business through my first purchase, which unexpectedly blossomed into a lucrative opportunity.

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

**Pedro Correia:** Probably something related to IT.

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

**Pedro Correia:** The biggest step in my career? Mastering the art of dealing with life's challenges.

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

**Pedro Correia:** Hopefully still on top, leading the charge for pleasure innovation. Who knows, maybe even in space!

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

**Pedro Correia:** Bright, bold, and buzzing with excitement. A world where pleasure knows no bounds.

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

**Pedro Correia:** A day filled with creativity, laughter, and happy customers. And yes, some cheeky product testing!



# Pedro Correia

## Questions & Answers

### How do you relax after work?

**Pedro Correia:** A good book, a glass of fine wine, and some jazz tunes.

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

**Pedro Correia:** Steve Jobs was the maestro of customer attention! He didn't just sell products; he created experiences.

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

**Pedro Correia:** The medal? My wife's, for gracefully dealing with me every day. She's the real champ!

### Which personal success are you proud of?

**Pedro Correia:** Creating a solid company and a loving family - my double success story

### What do you particularly like about yourself?

**Pedro Correia:** I appreciate my resilience and ability to turn challenges into opportunities.

### Which vice could you never forgive?

**Pedro Correia:** Betrayal – a vice unforgivable. Trust, once shattered, is a bridge too far to rebuild.

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

**Pedro Correia:** Shower vibes? 'Happy' by Pharrell Williams – it's the ultimate pick-me-up!

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

**Pedro Correia:** Embrace all bodies, no judgments.

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



**Pedro Correia:** An intimate cinema date with a partner – 'Before Sunrise' for a romantic touch.

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

**Pedro Correia:** A tropical paradise – sun, sand, and a discreet corner for some R&R.

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

**Pedro Correia:** A Swiss army knife, a solar-powered music player, and a hammock. Ready for island life!


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

**Pedro Correia:** A famous chef – exploring pleasure in the kitchen sounds like a delicious adventure.

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

**Pedro Correia:** No regrets; every experience, whether easy or tough, shapes who you become.

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

**Pedro Correia:** Don't be shy – embrace pleasure, explore fantasies, and always remember, consent is the ultimate aphrodisiac. Cheers to a life well-loved! 



# XBIZ RETREAT

MAY 13-18 // MIAMI



EXPERIENCE THE  
GOLD STANDARD  
WWW.XBIZRETREAT.COM



# COBECO STARWHITE

Lightening cream for the sensitive areas



product code: 10010001.1

Cobeco StarWhite is an exclusive skin lightening cream, especially suitable for the sensitive skin of the intimate areas. It lightens the skin and reduces discolourations. This cream is especially suitable for lightening sensitive skin, therefore it can also be used around the anus. The high quality ingredients cause local lightening of the skin and have a positive effect on preventing and reducing pigmentation, aging spots and freckles.

This product is available at your regular wholesaler.

## COBECO:PHARMA

Producer and wholesaler of pharmaceutical, cosmetic and stimulating products

cobeco pharma wholesale bv • hertzstraat 2 • 2652 xx berkel en rodenrijs • nl  
t +31 (0)10 290 09 91 • sales@cobeco.nl • www.cobecopharma.com



		<p><b>VOLUME DISCOUNTS AVAILABLE!</b></p> <p>22209D SRP € 34.95 € 12.86</p>
FALCON		
		<p><b>VOLUME DISCOUNTS AVAILABLE!</b></p> <p>23057D SRP € 39.95 € 12.86</p>
RAGING STALLION		
		<p><b>VOLUME DISCOUNTS AVAILABLE!</b></p> <p>23063 SRP € 39.95 € 12.86</p>
NAKED SWORD		
		<p><b>VOLUME DISCOUNTS AVAILABLE!</b></p> <p>23059D SRP € 39.95 € 12.86</p>
HOTHOUSE		
		<p><b>VOLUME DISCOUNTS AVAILABLE!</b></p> <p>23035D SRP € 39.95 € 12.86</p>
FUCKER MATE		



**This space could be your  
advertisement**



**Reaching over 6,000 B2B contacts  
in the German-speaking territories**

**Or would you prefer  
international success...**



**...and reach over 14,000  
B2B contacts**

**Then contact us at:**

mediatainment publishing  
Verlags GmbH  
Große Kampstraße 3  
31319 Sehnde  
Germany

TEL: +49 (0) / 5138 60220 - 23  
FAX: +49 (0) 5138 60220 - 29

mail: mjohnson@mptoday.de



**extreme  
women**

*Unleash the  
QUEEN  
in You*



**spanish fly  
extreme-woman**  
30ml  
77103



**spanish fly  
extreme-woman**  
30ml  
77101

**Unleash your inner goddess!**

Rediscover your feminine allure and  
celebrate the joy of been a woman.

**HOT Productions & Vertriebs GmbH: [www.world-of-hot.com](http://www.world-of-hot.com) /// Wagrainer Str. 35 /// 4840 Vöcklabruck ///**  
AUSTRIA email: [office@hot-dl.com](mailto:office@hot-dl.com) /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossista ///  
Disponibile a través de su vendedor mayorista /// Disponibili presso il vostro grossista /// Verkrijgbaar bij uw  
groothandel /// Disponível junto do seu comerciante grossista /// Fåes hos din engros forhandler ///  
Finns hos Din grossist /// Dostępne w państwie hurtowniach

**HOT**

London - Miami - Tokyo





INFLATABLE DILDO



VOLUME DISCOUNTS  
AVAILABLE!

T9233  
SRP € 24.95  
€ 8.95



NIPPLE SUCKER 2-SET



VOLUME DISCOUNTS  
AVAILABLE!

T7724  
SRP € 15.95  
€ 5.98



BALL STRETCHER 3-SET



VOLUME DISCOUNTS  
AVAILABLE!

T9389  
SRP € 44.95  
€ 15.98



AUTOMATIC PENIS EXTENDER PUMP



VOLUME DISCOUNTS  
AVAILABLE!

T9135  
SRP € 99.95  
€ 35.98



SUCKING AND ROTATING MASTURBATION TOY



VOLUME DISCOUNTS  
AVAILABLE!

T9136  
SRP € 119.95  
€ 39.86

# The Stimulus!

Made to ignite passion and  
unlock the heights of ecstasy.



Art. No. 44536

**HOT Productions & Vertriebs GmbH: www.world-of-hot.com** /// Wagrain Str. 35 /// 4840 Vöcklabruck ///  
AUSTRIA email: office@hot-dl.com /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossiste ///  
Disponibile a través de su vendedor mayorista /// Disponibili presso il vostro grossista /// Verkrijgbaar bij uw  
groothandel /// Disponível junto do seu comerciante grossista /// Fáes hos din engros forhandler ///  
Firms hos Din grossist /// Dostpne w panstwa hurtowniach



**This space could be your  
advertisement**



**Reaching over 6,000 B2B contacts  
in the German-speaking territories**

**Or would you prefer  
international success...**



**...and reach over 14,000  
B2B contacts**

**Then contact us at:**

mediatainment publishing  
Verlags GmbH  
Große Kampstraße 3  
31319 Sehnde  
Germany

TEL: +49 (0) / 5138 60220 - 23  
FAX: +49 (0) 5138 60220 - 29

mail: mjohnson@mptoday.de

# natural feeling!

**HOT**  
 London - Miami - Tokyo

## NATURELUBE

### WATERBASED LUBRICANT

Formulated to enhance comfort without  
sacrificing performance.

**NATURELUBE**  
natural  
feeling  
ALOE  
VERA  
WATERBASED LUBRICANT  
**HOT**  
London - Miami - Tokyo  
100ml e 3.4 fl.oz

**NATURELUBE**  
natural  
feeling  
ALOE  
VERA  
WATERBASED LUBRICANT  
**HOT**  
100ml e 3.4 fl.oz  
30ml e 1.0 fl.oz  
Art. No. 44131

**HOT Productions & Vertriebs GmbH: [www.world-of-hot.com](http://www.world-of-hot.com) /// Wagrainer Str. 35 /// 4840 Vöcklabruck ///**  
AUSTRIA email: [office@hot-dl.com](mailto:office@hot-dl.com) /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossiste ///  
Disponibile a través de su vendedor mayorista /// Disponibili presso il vostro grossista /// Verkrijgbaar bij uw  
groothandel /// Disponível junto do seu comerciante grossista /// Fåes hos din engros forhandler ///  
Finns hos Din grossist /// Dostępne w państwie hurtowniach

**HOT**  
London - Miami - Tokyo

**EroSpain**  
Mediterranean B2B Expo



## EroSpain

05 – 07 May, 2024 • Barcelona, Spain  
[www.erospain.eu](http://www.erospain.eu)

**eroFame**  
Global Trade Convention



## eroFame

25 – 27 September, 2024 • Hanover, Germany  
[www.erofame.eu](http://www.erofame.eu)

**VENUS**



## Venus Berlin

24 – 27 October, 2024 • Berlin, Germany  
[www.venus-berlin.com](http://www.venus-berlin.com)

**Immediate Fax Order**  
**05138-60 220-29**

☐ Yes, I/we order  
**EAN**

Annual Subscription

12 issues p.a. incl. combined issues

**Subscription Price**  
**180,- EUR**

(plus VAT and mailing expenses))

Note: The subscription is valid for the duration of a year and will be renewed by one additional year if the publishing house does not receive a written cancellation at least six weeks before the end of the year.

Subscription/ mailing expenses for one year are to be paid up front.

Warranty: I/we can revoke the subscription within 7 days by sending a written cancellation to MEDIATAINMENT publishing (letter: date of postmark).

I confirm this with my signature.

Cut out the coupon and mail it to:

MEDIATAINMENT PUBLISHING VERLAGS GmbH

Große Kampstraße 3 • 31319 Sehnde • Germany

Or fax it to: 05138-60 220-29

**ean**  
Europe's first choice for the erotic trade

Company \_\_\_\_\_

Contact /  
Phone; Fax \_\_\_\_\_

Street Address / PO Box \_\_\_\_\_

City / Postal Code \_\_\_\_\_

Date / Signature \_\_\_\_\_

☐ **Direct Debit**

Bank \_\_\_\_\_

Bank Code /  
Account Number \_\_\_\_\_

Account Holder \_\_\_\_\_

Date / Signature \_\_\_\_\_

## IMPRINT

EAN is published monthly by  
mediatainment publishing verlagsgesellschaft mbH  
Große Kampstraße 3 • 31319 Sehnde  
fon: 05138 - 60 220-0, fax: 05138 - 60 220-29  
e-mail: [info@mptoday.de](mailto:info@mptoday.de)

Managing director  
Christine Rüter (-13),  
[crueter@mptoday.de](mailto:crueter@mptoday.de)



Publishing director /  
eroFame  
Wieland Hofmeister (-15)  
[whofmeister@mptoday.de](mailto:whofmeister@mptoday.de)



Editor in chief  
Matthias Johnson (-23)  
[mjohnson@mptoday.de](mailto:mjohnson@mptoday.de)



Grafik  
Jonas Buyken (-26)  
[jbuyken@mptoday.de](mailto:jbuyken@mptoday.de)



Graphics  
Thomas Davidjan (-17)  
[tdavidjan@mptoday.de](mailto:tdavidjan@mptoday.de)



Administration  
Sharon Lakomy (-22)  
[slakomy@mptoday.de](mailto:slakomy@mptoday.de)



Banking:  
Stadtsparkasse Burgdorf  
IBAN: DE13 2515 1371 0270 0044 01  
BIC: NOLADE21BUF

Print:  
Leinebergland-Druck GmbH & Co.

S U B S C R I P T I O N  
R E T U R N C O U P O N





DARING

75151  
Daring Intimates  
Fishnet bra set with straps  
RRP: €45,99



75144  
Daring Intimates  
High waist lace bodysuit  
RRP: €34,99



75149  
Daring Intimates  
Unlined bra set with garter  
RRP: €54,99



WWW.SCALA-NL.COM  
SALES@SCALA-NL.COM  
+31 (0)24 202 2390

SCALA





London - Miami - Tokyo

*Now*  
**AVAILABLE**

**PRORINO®**

**INTIMATE COOLING  
SOFT & STRONG**

Experience a tingly and intense feeling with these water-soluble gel. They are easy to wash off, dye-free and leave no traces. The silky texture feels great on the skin, without any stickiness. Perfect for smooth gliding and an exciting foreplay with invigorating menthol.

**PRORINO®**

**INTIMATE COMFORT**

A unique blend of raw materials, PRORINO intimate comfort cream enhances skin suppleness and ensures perfect gliding for anal area. Unisex and designed for comfort and pleasure.



intimate cooling gel

SOFT  
100ML/3.4FL.OZ  
ART. NO. 78002

STRONG  
100ML/3.4FL.OZ  
ART. NO. 78003

intimate comfort  
cream

100ML/3.4FL.OZ  
ART. NO. 78001

HOT Productions & Vertriebs GmbH: [www.world-of-hot.com](http://www.world-of-hot.com)///

Wagrainer Str. 35 /// 4840 Vöcklabruck /// AUSTRIA email: [office@hot-dl.com](mailto:office@hot-dl.com) /// tel. +43 (0)7672 72009 /// fax. +43 (0)7672 72009-9

Erhältlich bei Ihrem Großhändler /// Available at your wholesaler /// Disponible chez votre grossiste /// Disponibile a través de su vendedor mayorista /// Disponibili presso il vostro grossista ///

Verkrijgbaar bij uw groothandel /// Disponível junto do seu comerciante grossista /// Fåes hos din engros forhandler /// Finns hos Din grossist /// Dostępne w panstwa hurtowniach

**HOT**

London - Miami - Tokyo