

**ERO BY HOT – PRESENTATION AT EROFAME**

# “The margin for the retailers will be very satisfying.”

**EXCLUSIVE** It has long since become obvious that many interesting new products will be presented at this year's eroFame. Now, HOT Productions & Vertrieb GmbH announced that they will bring a whole new product line called ero by HOT to the international trade convention in Hanover. That was reason enough for us to ask Michael Sonner, the general sales manager of HOT Productions & Vertriebs GmbH for some information about this new line.

**Michael, HOT Productions & Vertriebs GmbH will present a new product line at eroFame in Hanover come October. The name of that line is “ero by HOT.” What can you tell us about these products in advance?**

**Michael Sonner:** Following HOT and Shitsutsu, this is a completely new product line, made especially for the erotic market.

**Which product categories will “ero by HOT” cover?**

**Michael Sonner:** We will cover the entire range of erotic product with this line. Drops, creams, sprays, and caps for a wide variety of needs and desires. We have also subdivided the range into a Drops, an Energy, and a Pleasure Line.

**Have you already decided how big the new line will be in the end?**

**Michael Sonner:** All in all, the line will include 37 products, the last of which will probably be launched in the middle 2013.

**How long were the planning and development phases?**

**Michael Sonner:** Taking everything into consideration, it took almost one year before the first products were ready for the market.

**According to a HOT press release, you want to close a gap in the market with this line – a gap that was created when the state raised the standards and requirements for erotic products. Would you mind telling us a bit more about that?**

**Michael Sonner:** Over the course of the last years, many products disappeared from the shelves. The reason for that was not a lack of demand, because there are still more than enough people who want these products. No, the reason is that the bar for product quality and safety has been raised, and many producers threw in the towel, partly because they shied away from the costs you have to pay for a certification today.



**ero by HOT premieres at eroFame**

**But I take it your new product line has all the certifications and approvals that are important for the European market, right?**

**Michael Sonner:** Yes, we wouldn't launch a product if it didn't live up to the current standards in the EU.

**Please tell us more about the procedures that are necessary to get these approvals and certifications. How time-consuming and costly are they?**

**Michael Sonner:** By now, it has become so complicated and such a lot of work that we decided to hire a specialist, just for that. The topic is very complex, and the standards are changing constantly, so I am afraid I can't explain it in a handful of sentences. But suffice it to say that this part of the genesis of a new product is by far the most complex.

**How does this new product line fit in with the existing HOT product range that stands for high quality, safe ingredients, appealing packaging, etc.?**

**Michael Sonner:** Of course, our new line lives up to all of these standards as well. And we made those products particularly for the erotic market.

**There are also products for women in your new collection. How important is it in today's market to offer the growing female clientele the kinds of products they are looking for?**

**Michael Sonner:** It is very important to have products for women, especially in



*The customers want quality and a reliable brand. HOT provides both.“ Michael Sonner, general sales manager HOT Productions & Vertriebs GmbH*



**16 products of the new line will be launched in October – the entire line is going to consist of 37 products**

the market for stimulants. For the last 20 years, this product group catered almost exclusively to the male buyers. That is going to change now, step by step.

**What can you tell us about the prices for these new products?**

**Michael Sonner:** The products will definitely offer a favourable price-quality ratio, and the margin for the retailers will also be very satisfying.

**When will the trade be able to purchase the new product line from HOT's distribution partners?**

**Michael Sonner:** We will present the product at the trade convention in Hanover, and at the same time, we will supply the wholesalers with their shipments. So the retailers can order the products at eroFame, and the orders can be processed right away.

**We have come to expect appealing advertising and marketing materials for new products from HOT. Will you also offer such tools for "ero by HOT"? Will there maybe even be a sales system?**

**Michael Sonner:** Of course, we will provide all types of advertising tools, as usual, and we will also introduce a shop display. After all, we hope that the retailers will offer all the products from the line in their stores.

**The market is swamped with products, the range the consumers can choose from is confusingly wide. What are your expectations for "ero by HOT" in this difficult, highly competitive market?**

**Michael Sonner:** When I talk with clients, I often hear "I don't need another lubricant on my shelves, I already got 20", and I agree wholeheartedly. Nobody needs 20 lubricants – but everybody should have the three best gels. The customers want quality and a reliable brand. HOT provides both.

**As mentioned before, you will introduce this new line to the market at eroFame. Will HOT treat us to a special presentation in Hanover?**

**Michael Sonner:** Let's put it this way: You won't overlook our stand, trust me. So come by and be surprised.

