

HOT FOR 15 YEARS

» Shiatsu, ero, PRORINO and of course HOT, these are the brands with which HOT Productions from Austria have been successful with for the past 15 years, in the worldwide erotic wellness and stimulation product sectors. For the anniversary, the Global Sales Manager Michael Sonner looks back at their success to date, and speaks about their plans to become active on the North American market.



Michael Sonner (Middle) travels the world as Global Sales Manager, in order to open up further markets for the HOT products

01 // *15 years of Hot Productions, how does such an anniversary feel?*

■ We are exceptionally happy about that fact that, during these 15 years, we have managed to develop into one of the market leaders of the industry. It is a little amazing that the time has gone by so fast. Everyone in the company can still recall the time when we were just starting out.

02 // *During the successful HOT history, do you have any memories of anything peculiar happening?*

■ We can look back on many successes, and one of the first highlights was surely the introduction of our HOT pheromone products. But basically every new product and product line and there launch is something special, and motivates us to develop more new products. A further highlight was the release of HOT Clean. Since then, this product has been one of our bestsellers, and meanwhile many of our competitors are trying to copy it. This is one of the downsides of our industry; there are a lot of imitators.

03 // *Can you explain the HOT Productions brand philosophy?*

■ The philosophy of our company and our brands for the last 15 years has been to have well designed and developed products that are acceptable and look good in a shop window. We place a great deal of emphasis on high quality cosmetic products, which we constantly improve, and we also try to liven up the market with innovative ideas.

04 // *Where do the special strengths of HOT lie?*

■ With our brands we present the highest quality standards to our customers, and that is our utmost priority. As well as this we attach great importance to customer satisfaction, as we want all of our customers to be satisfied with our service. For this reason we offer them extra marketing activities, increased advertising measures and targeted training. These efforts are part of the foundation for success.

05 // *What have been the results of this level of engagement?*

■ HOT has become one of the worldwide leading providers of erotic wellness products. With our four brands of HOT, Shiatsu, ero and PRORINO, we cover the entire spectrum of the adult market with more than 200 products. At present, these products are sold in 56 countries throughout the world.

06 // *How did HOT manage to remain successful in the ever changing market for erotic products?*

■ We tried to fulfil as many customer wishes as possible, which meant that we listened exactly to find out what market tendencies were hidden behind these wishes. We also continuously provided the highest quality possible. Instead of cheap products, we invested in our brand names.

07 // *What has been the biggest change in tendency within the erotic market during the last 15 years?*

■ The industry has become more customer friendly; it has become more open and consumer friendly when it comes to the products. But worldwide there are still extreme differences in our market.

HOT Productions produces their assortment of products at the company headquarters in Vöcklabruck, Austria





There will be a spectacular raffle held at the eroFame HOT Productions stand

08 // *In what parts of the world has HOT Productions been most successful?*

■ We are happy with every market that we deliver to, but we enjoy looking back on our largest registered growth on the Asian and Chinese market. We are also working on positioning ourselves in the USA, and if we can enjoy success there, we will have conquered the continent that has been missing in our strategy.

09 // *What standards do your worldwide distributed brands have to fulfil to be successful?*

■ Our products have been created to transport represent our brand throughout the world. It is only an established brand that will sell all over the world. But in order to receive certification in various countries, there is a lot of paperwork to complete and language barriers to cross.

10 // *You sell your products mostly via distributors and wholesalers, are you going to stick with this strategy?*

■ Our main concept works for us as it stands. But for long distance markets, we will introduce

cooperation partnerships of companies, in order to react adequately locally.

11 // *Your great support of traders with sales increasing materials is well known. Do you plan to expand this particular area?*

■ We have gone as far as we can at the moment in Europe, and are able to quickly supply traders with the materials they need. Seen from a global point of view, there is still plenty to do, and we are working on achieving the best possible customer support.

12 // *What targets do you have for your four largest product lines?*

■ At the eroFame in Hanover we will present all of the additional new products in all of our lines. This is also where we continue our worldwide strategy of positioning Shiatsu, HOT, ero by HOT and PRORINO.

13 // *The most recent line is PRORINO. How have these products been received on the market?*

■ When it comes to this line, I would like to praise our design and graphic department. They have presented PRORINO perfectly with strong images. Apart from this, the line has rocketed. When we presented it in Hanover last year, the first production was sold out with pre-orders. After that we experienced a few tight squeezes with delivery, but thankfully we have been able to up production, which has produced some rather impressive sales figures.

14 // *How will HOT be celebrating its 15th anniversary with its customers?*

■ Of course we want to celebrate this event in style with our customers, and for this purpose



PRORINO is the latest HOT Productions label, and the first batch was an immediate sell-out



The two CEOs Alexander Klopf and Christian Huber founded HOT Productions & Vertriebs GmbH 15 years ago

we will have a sensational competition at the eroFame. I don't want to reveal too much, but it will be really fantastic.

15 // *What other targets does HOT Productions have and what market developments can we expect in the future?*

■ During the last two years we have generated a turnover plus of 50 percent, and we want to continue in this direction. The various sales markets are guaranteed to change. The consumers will be confronted with a constantly growing selection, which in turn means that they will turn more towards their trusted or well known brands. This is where HOT's potential lies in the years to come.



The ero by HOT, Shiatsu, PRORINO and HOT brands cover a wide spectrum of erotic wellness products

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