

“WE WANT TO CONTINUE TO GROW QUICKLY!”

» For many years, the Austrian based HOT Productions have been a solid business partner for many wholesalers and specialist traders when it comes to pheromone products and other sexual wellness articles. The Prorino collection is one of the company's most successful lines, which is also devoted to the protection of Rhinos. In this interview, the company founder Michael Sonner informed us about what is new currently – and what customers can expect at the next trade fairs.



Michael Sonner, founder and Managing Director of HOT Productions, provides information about this year's exhibition plans



01 // *What targets is your company aiming for in 2016 and what strategies will you implement in order to achieve them?*

■ We want to continue to grow quickly, which is something we already achieved during the last four years. We count on strong partner on location and provide them with support for our marketing.

02 // *Which new products will you be introducing during the next six months?*

■ We will make some changes in 2016 and not present our new products first at the eroFame, rather bit by bit when the products are ready to market.

03 // *Which product lines are currently the most popular ones with customers?*

■ Prorino is enormously popular throughout the world, but our 2 in 1 massage oil edition for men are also selling nicely.

04 // *What marketing and PoS strategies will your company be following in 2016?*

■ Our strategy last year was to make the HOT

brand well known on a global scale. We will also be continuing along these lines in 2016.

05 // *Will there be any changes to your personnel?*

■ Due to swift growth last year it was highly important for us to increase the size of our team in Austria. We have done this and we are now able to react even faster to the needs of our customers.

06 // *What principles have made your company what it is today – and which of them will be especially important in 2016?*

■ They are the best quality, customer satisfaction and good marketing, and these will continue into 2016.

07 // *What trends do you recognise for the summer when it comes to toys, lingerie and erotic cosmetics?*

■ The trend in all sectors is moving towards brand names. The customer is overwhelmed by all of the copies and imitations and is now turning to the

originals; at least then they know what they will be getting.

08 // *Which exhibitions will your company be attending in 2016?*

■ We will be at the Scala exhibitions, but also at the eroFame, Venus, SEXPO South Africa and at the various Russian exhibitions.

19 // *Which Asian exhibitions will you be attending with your company?*

■ You will be able to find us in Shanghai, Peking and Hong Kong.

10 // *What will this year's exhibitions stand look like? Have you made any changes or increased in size since last year?*

Things change from exhibition to exhibition. For the eroFame we are planning something new and the Venus is a consumer exhibition, so we will need a different kind of stand.

11 // *As an exhibitor, what expectations do you have for these exhibitions, especially those in Asia?*

■ We will use the exhibition to increase the popularity of the HOT brand, and of course to explain our philosophy and products. We do the same everywhere in the world, so there is no special show for Asia or Africa.



Prorino is one of the most popular lines at HOT



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OPEN DOORS AT O-PRODUCTS

Once a year, the Netherlands based BDSM and fetish goods manufacturer O-Products invites its customers and business partners to its own in-house spring exhibition, as was the case last March when the company used the opportunity to present a number of new products from the Kiotos brand and from automated sex machine sector.

On the 14th of March the time had come once again: O-Products, well known amongst other things as the distributor of the brands Kiotos, Dinoo Rough Rubber, Keep Burning and Love Machines, invited their customers and business partners from all over the world, to their annual spring in-house exhibition. "The spring fair at O-Products held on the 14th of March was a big success with a lot of domestic and international visitors. At the spring fair there were a lot of attractive bargains. But the best part was seeing our loyal customers", explained CEO Joop Visser during an interview with Sign Magazine.

KIOTOS BIZARRE, ROUGH RUBBER AND MORE

The Netherlands based wholesaler had prepared quite an event for his customers and friends from the adult industry, and was also good for one or two surprises. For example, amongst other things

in the showroom in Rotterdam, they presented the latest dildos from the Dinoo Rough Rubber line. A total success, Visser believes, because of the price performance ratio: "It was great to see the response to our new Dildos from the Dinoo Rough Rubber line. This line of dildos has some great new models for an unbeatable price." But this was not the only brand with new products for the international specialist visitors and trading partners to see and feel. Fans of the bondage and BDSM brand Kiotos also got their money's worth when they held the latest accessories from the product area Kiotos Bizarre in their hands, convincing themselves of the high quality. According to Visser, a special highlight of the new Bizarre products is the mainstream compatible and still original packaging. "Kiotos Bizarre is our new exciting line, which is booming and gaining a lot of popularity in the stores throughout Europe. Due to its effective packaging with an attractive look, it brings the hardcore to the

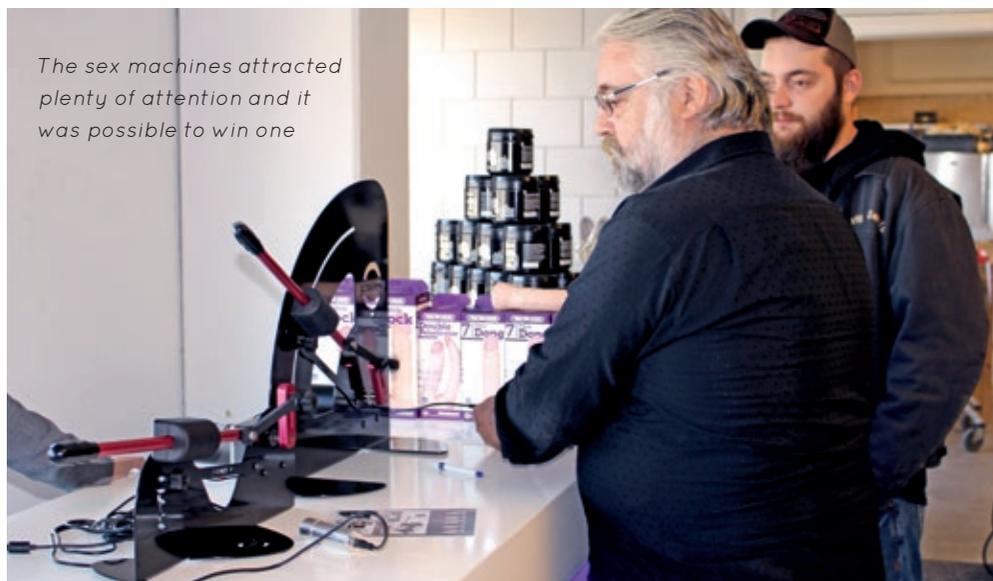


The O-Products in-house exhibition provided many opportunities for a good deal

mainstream sex shop without losing its appeal for the hardcore public." The product now appeals to various target groups, which can only benefit the sales figures of the manufacturer and boost sales in erotic stores.

WIN A SEX MACHINE

Competitions are always a good way of attracting attention, especially if there is something exciting or unusual to win. O-Products used the opportunity at the in-house exhibition, to draw the attention of the visitors present, to the latest model of sex machines with a competition – as a product from this line was the first prize. "As a special surprise at the O-Products Spring Fair, the working prototypes of our new sex machines were unveiled for the first time. These machines are proudly made in Holland and have the famous Dutch Design touch", said Visser, and also added that the competition was a real highlight for him and his team. "We were having fun and drinks combined with a dart competition. It was entertaining to see the competition that was going on, and how happy the winner was with his price. The first prize was a sex machine for which O-Products is famous." All in all he is already looking forward to the next in-house exhibition: "Overall we can't wait until the next fair to see our beloved customers."



The sex machines attracted plenty of attention and it was possible to win one



CONTACT

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