

THE SCALA IN-HOUSE EXPERIENCE EVENT

>> On the 3rd, 4th and 5th of September of this year, the SCALA In-House Event took place for the very first time. A trial version was staged earlier this year and has already been a huge success for the distributor. Training sessions, masterclasses, guided tours of SCALA's premises and much more was on the agenda, so let's see how SCALA and their guests experienced that special event.

01// Please give us an overview of the agenda of the day

Each customer attending the SCALA In-House Experience Event was given a customised program of the day, enabling us to cater exactly to the individual retailers' needs and allowing us to maximise the program's impact. Participants were divided in small groups according to their needs and rotated activities throughout the program. The day consisted of various 20-minute brand workshops, given by expert brand representatives, a tour of our warehouse, a consultation with Account Managers and of course breaks for lunch, coffee and tea. The brand workshops were hosted by CalExotics, Shunga, Stimul8, Pipedream, Mister B and Doc Johnson.

02// Of course we also would like to know some details of the evening program

In the evening, guests were treated to a delicious networking dinner at a nearby restaurant, Zaal 4 in Wijchen, the Netherlands. This restaurant, situated right in the centre of Wijchen in a beautiful building that used to be an historic cinema, was the perfect location to raise a glass



03// How many guests did you have per day?

Around 40 guests attended each day, separated into various smaller groups for the workshops and tours. We wanted to keep visiting numbers low to ensure a more personalised experience that allowed for one-on-one contact with brand representatives, Account Managers and the SCALA team; giving each guest a kind of VIP-access to everything SCALA has to offer.

04// What kind of guests were present? Where did they come from?

Guests at the SCALA In-House Experience Event came from all over Europe. We have a very diverse client base on this continent, ranging from local contacts in the Netherlands to Russian retailers. With a multi-lingual sales team that truly speaks your language, we can provide premium service and a warm welcome to all European nationalities.

05// What was your highlight?

For us a major highlight was welcoming visi-



Time for a boost: the guests of SCALA wanted for nothing

perience Center at our office and warehouse location in Wijchen is a sort of replacement for the previous showroom-concept yet enabling a more engaging approach to our assortment. Instead of putting everything on show, we're displaying a carefully curated assortment of novelties, with the hottest new releases prominently on display. This means guests can instantly see what is new and trending, instead of having to navigate their way through an overload of products. We're also presenting products in original settings that engage all five senses; meaning customers don't just see an item but are more emerged in a full-brand experience, giving retailers new ideas for

Experience Center allows us to educate, inspire and excite customers about novelties, and to be able to introduce guests to this setting was a definite highlight of the event to us. We were also thrilled at the chance to inform guests in detail about the exclusive partnership between SCALA and CalExotics, offering them a sneak preview of exclusive items to come and helping them maximise their CalExotics sales potential with interesting POS and marketing possibilities.

06// What was the highlight for the participants? Any feedback you can tell us about?

We received a lot of positive feedback on all our brand workshops, with guests appreciating every single training for its educational content and inside advice. An example is Doc Johnson: the brand educated guests on the properties and characteristics of various toy materials (silicone/TPE/TPR). To make their store more engaging, Doc Johnson had created a special, custom-made mould for the SCALA In-House Experience Event, where multiple materials were used in one design, allowing guests to feel, see and truly "experience" the difference.

07// How did you experience the In-House Event in comparison to the SCALA fair?

As stated earlier: the SCALA In-House Experience Event is a much more intimate, personalised event. It allows our Account Managers and SCALA team to allocate more time to each guest and service their individual needs, whilst also allowing our valued brands to advice customers in an informal, educational setting on new products, trends and collections. We believe bigger



You never stop learning - the guests gather all the information inquisitively

isn't always better and this event is all about quality, not quantity, and that's perfectly in line with our vision for SCALA 2.0.

08// In the last interview you told us about special benefits for your guests, but you couldn't tell us more at that point. Can you now disclose the secret?

Benefits included special consultations with Account Managers where guests were given a sneak preview to upcoming items that are not yet available in the SCALA assortment with the availability to pre-order these SKU's (predicted to sell-out fast once available). Other benefits included direct, personalised advice from expert brand representatives and more.

09// Are you going to repeat the event or even expand it to cover more days?

Yes, we have already set the date for the next SCALA In-House Experience Event! The event will take place on Sunday the 7th and Monday the 8th of April 2019. It will once again be a one-day program for guests, so SCALA's customers can pick either Sunday or Monday to attend, registering their attendance with their Account Manager.

10// If you repeat it, do you already have any visions for the next event?

As the previous edition was a big hit with guests, the concept will not change drastically. Though we will of course evaluate all aspects and tweak the details to make the next edition even better. We are currently in the process of selecting brands and suppliers for our work-shops, so can't reveal any details yet, but will provide more information about the program closer to these dates.

11// Anything else you would like to mention?

We want to thank everyone who attended the first official edition of the SCALA In-House Experience Event. We couldn't have made it such a great occasion without our valued customers and brand representatives and are thankful for their continued support and trust in us as their go-to distributor for everything erotic. We aim to help all retailers maximise their potential and are excited to develop the SCALA In-House Experience Event further to accommodate all your b2b needs. We hope to see you again in April 2019!



A little party never killed nobody



CONTACT

SCALA

BEST TOY BRAND - CALEXOTICS - CALIFORNIA DREAMING

Since 1994, CalExotics have been amongst the market leaders when it comes to developing new products to boost the intimate experiences of men, women and couples. This is why they offer traders, with their manufacturing facilities and distribution, an enormous selection of pleasure products. This year the company introduced California Dreaming to the market, which is a colourful and lively collection of vibrators.



CALEXOTICS

COMPANY OF THE YEAR - SHOTS

Shots knows that innovation is top of the list when it comes to a successful market release. The company continues to thrill their constantly growing customer base with their in-house brands, time and time again. Shots has also been recognised on many occasions by the industry for their endeavours and achievements in the adult industry, and the Netherlands based wholesale is also on the receiving end of an award from Sign Magazine: for their success, Shots Media has been voted Company of the Year 2018.



SHOTS



BEST NEW WELLNESS RANGE - SHUNGA - NAUGHTY GEISHA

Shunga Erotic Art is well-known for introducing products to the market that increase intimacy between lovers. Their Naughty Geisha Set is highly suitable for romantic encounters, as it includes everything to ignite those sensual moments. For the first time in the history of Shunga, the set includes a toy - a bullet vibrator with ten vibration speeds, providing extra stimulation. This amount of sensuality has to be rewarded: Naughty Geisha is the Best New Wellness Range 2018.



**SYSTEM
JO**

BEST SEXUAL WELLNESS LINE - SYSTEM JO - BOLDLY FEMININE

For the last 15 years, System Jo has been a constant in the industry landscape. Their new Boldly Feminine line comprises of three innovative products that promote female sexual wellness, and support couples to become pregnant. Healthy conception and heightened sensuality were the inspiration for these carefully developed and high-quality products. We are delighted to present the Boldly Feminine line from System JO with the award for Best Sexual Wellness Line.

BEST SPA-RANGE OF THE YEAR - SLIQUID - SLIQUID BALANCE

The Balance Collection is Sliquid's line of Spa-products. They contain tender intimate care products for women (Splash), shaving gels for the intimate area (Smooth), natural massage oils from nut and seeds and the luxurious and gentle bubble-bath Soak. All these Sliquid products have been created to help the customer to feel comfortable in their skin, before they move on to the bedroom. The relaxing, refreshing, regenerating line has earned the Sign Award for Best Spa-Range of the Year.



sliquid
natural intimate lubricants

"YOU GET IN LIFE WHAT YOU HAVE THE COURAGE TO ASK FOR"

Kim Chanel
Vallée-
Séguin



The new Director of Business Development
Kim Chanel Vallée-Séguin

>> Shunga Erotic Art are internationally known for their high-end intimate cosmetic products such as massage oils, lubricants, bathing salts and much more. The manufacturer, based in Montreal, Canada, has now expanded its team to welcome Kim Chanel Vallée-Séguin, who joined the company as the Director of Business Development in August this year. Kim develops the creative process and coordinates all steps of product creation. Fresh out of university, the young manager brings a breath of fresh air into the family business, knowing exactly how to continue with the successful philosophy of the company.

It could be said that the enthusiasm for this industry was generated from an early age by her successful parents, who founded Shunga round about 20 years ago. From now on, Kim will be actively involved in the industry and will develop the market further for high quality intimate cosmetic products with her know-how.

01// *How long have you been working in the industry for adult products?*
■ I've recently entered the adult products industry, in August of this year.

02// *What do you especially like about your profession and this business?*
■ I have a passion for cosmetics and marketing hence, being able to marry both of them in my everyday job makes it extremely interesting. From product creation to packaging ideation, no detail can be overlooked. This makes my work very enriching, as I can learn something new every day.

03// *Why and when did you start working for this company?*
■ I started working for the company at the beginning of August of this year, fresh out of

University. I saw this as a great opportunity to further understand my family's business, as well as gain hands-on experience in all aspects of the company.



SIGN visited the team of Shunga at the eroFame fair in Hanover to already get to know Kim

04// *What is your main task in the company?*
■ As Director of Business Development, my main task is to lead in the development of new products, from idea to product.

05// *What did you do before you entered the adult industry?*
■ I recently graduated with a Bachelor of Commerce, Major Marketing at the John Molson School of Business, Concordia University, where I had various internship opportunities both in corporations and start-ups. I was also heavily involved in student-life as VP Marketing (2015-2017) and President (2017-2018) of the John Molson Undergraduate Case Competition (JMUCC).

06// *What was your best decision regarding your career up to now?*
■ The best decision I made was to get involved with the world's largest international undergraduate case competition, while in University. Running this competition for three years allowed me

The strong attraction to Japan probably not that much of a coincidence. The connection between the company and Japan is already clear from the packaging: Shunga is the Japanese term for paintings and images of any kind that express sexual acts in an explicit way.

to gain invaluable real-life business experience in working with suppliers, various sponsors, as well as leading a team of 10 individuals in delivering the best in iteration of the competition in 2018.

07// *Which principles do you follow – at work and in your private life?*

■ "You get in life what you have the courage to ask for" – this is a motto that I try to live by every day in both my personal and professional life.

08// *How would friends and family characterise you?*

■ My entourage would characterise me as someone who is passionate about everything she does both in her personal and professional life. They would also say that I am a very ambitious and determined individual with a great fashion sense.



Everything a lover's heart desires: the award-winning Naughty Geisha Kit by Shunga

09// *Have you ever experienced anything especially funny or bizarre in the industry?*

■ I have yet to have funny experiences, as I've only recently joined the industry.

10// *What would you change in the world if it was possible for you?*

■ Climate change is a very pressing issue in today's reality and if I could change one thing in this world, it would be to find and implement the right solutions to stop global warming.

11// *What do you do in your free time?*

■ I'm a true film enthusiast: any movie you can think of, I've seen it. I also adore everything related to fashion, design and skincare thus; my free time is often spent enjoying one of those things.

12// *Where would you like to spend your next vacation?*

■ Japan – it's a country that has always piqued my curiosity. I can't wait to experience the cultural immersion but most importantly ... the food!

CONTACT

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