

Produkte & Innovationen
Promotion World
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PROMOTION WORLD

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Flashing and singing, tooth-shaped toothbrush cup (23)

A new product to be highlighted by Global Innovations is a singing, luminous, tooth-shaped toothbrush holder, which has reportedly won the 2010 Promotional Gift Award. As the German exhibitors explain, when a button is pushed, a children's song lasting around 30 seconds encourages children to brush their teeth. Both the LEDs inside the beaker light up in four different colors for a total of three minutes, which is the approximate brushing time recommended by dentists. The product is delivered complete with a screwdriver and type AAA 1.5 V battery. The cup measures around 11.2x7.5 cm and weighs 130 grams. The company adds that the specially-composed brushing song is played in good sound quality and has a quickly learned text. The base that contains the electronics is water-repellent, whereas the upper cup can be removed and is dishwasher-safe. (Photos available)

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Funny soap collectibles with illuminated figures (21)

Global Innovations, a worldwide-operating importer of promotional and gift items, will be displaying a new range of flashing soap forms. As is explained, the funny soap collectibles have different illuminated figurines inside and any movement prompts the figurine inside the soap to light up. The LED is activated by a motion sensor. One merit of the fun item is that children are encouraged to enjoy washing their hands regularly. The sought-after collectible figure inside is gradually uncovered over time. The diameter and height of the pieces is approximately 5 cm. The company emphasizes that the products are unscented, dermatologically tested, manufactured on a vegetable basis, and free of preservatives, with all necessary certificates available. Standard figures consist of a duck, frog, whale, football, and Santa Claus. Around 50,000 items are said to be in stock, whereby individual production with customized figurines can be carried out at any time. (Photos available)

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Ghost-shaped toilet gadget reminds men to sit down (24)

Global Innovations will be showcasing their new Talking Toilet Ghost, which the company describes as its bestseller. A polite reminder to sit down is the standard spoken message, although different phrases and languages are also available. As is explained, the device is activated as soon as the toilet seat is raised and encourages male toilet users who like to stand up and piddle to sit down instead. Users simply stick it under the toilet seat and can then hopefully enjoy cleaner toilets in future. The article comes with three coin batteries and has dimensions of approximately 3.5x1.5x 5.0 cm. The company points out that over 1.6 million items have already been sold and that personalized phrases and other designs are also possible. (Photos available)

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Inflatable fan item with rain protection (25)

One of the new promotional items from Global Innovations is described as a perfect item for sports fans that combines numerous functions. It serves as a giant cheer stick or waving hand, offers rain protection, can be used as a sun hat, or acts as a comfortable seat cushion and heater for hands. The product also offers large advertising spaces, with one side available for the club's logo and another for advertising. The article is approximately 43 cm in diameter. The company stresses that samples are available, that mass production is possible at any time, and that individual production in different shapes is also feasible. (Photos available)

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Kite advertising for mailing campaigns (3)

The Hamburg-based company Wolkenstürmer is a specialist for the production of various different types of kite. As an attractive means of advertising and promotion wafting above our heads or stationary in the skies, kites from the Promoline range are on offer. A new product in this series is the Mini Diamant Kite, a single-line, diamond-shaped kite particularly conceived for mailing campaigns or individual events. It comes with polyester ripstop fabric and a 200-cm tail with five strips, and a flying line with handhold. A four-color product card can be printed according to a specific design and contains the flying instructions on the back. The kite is packed in polybag C4 envelope format and measures 45x50 cm. Wind speeds of two to four on the Beaufort scale are recommended. (Photos available)

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Kite for creative self-painting (5)

Eddy is the name of a ready-to-paint, single-line kite from Wolkenstürmer that children can paint up as they like. It includes a flying line with handhold, four-color wax crayons, and a PE bag as packaging. A product card for four-color printing and measuring 11x36 cm can be individually designed. As the company points out, the crayon box can also be customized for orders starting at 1,000 items. The fabric of the kite is Tyvek, its dimensions are 48x48 cm, and the tail measures 11x36 cm. Suitable wind conditions are specified as 1.5 to 5 Beaufort. (Photos available)

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Kite with large advertising space (4)

The Paraflex 1.6 is billed by the kite specialist Wolkenstürmer as its top-selling brand. The sporty kite without sticks, which covers one square meter with a width of 160 cm, is described as ready to fly and suitable for both children and adults. The fabric is polyester and there are two 25-metre flying lines with a 50-cm control bar already fixed on the kite. The manufacturers stress the easy handling of its oldest kite brand. A kite bag of woven polyester is also included and the recommended wind conditions are given as two to six on the Beaufort scale. (Photos available)

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Personalized photo postcards (41)

The Cosmocard machine offers personalized photo postcards as an individualized greeting or as a special souvenir that can be branded with a corporate design. The portrait taken at the machine can be combined with various postcard designs, formats and greetings. As the Berlin-based producer of latest-generation photo booths explains, the result is simply printed out and the postcard is ready. A personal card in unique quality that is more than just an image can thus be created in a few steps. The machine is described by the exhibitors as an efficient advertising carrier that can associate specific messages with personal memories of an unforgettable experience. A nice thing about the idea is said to be that the advertising message then finds its way by post around the world. (Photos available)

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Practical giveaways for hand disinfection (2)

The practical promotional sprays from Ars Design allow people to disinfect their hands after purchases, after visiting pubs and restaurants, after attending public meetings, or after a normal day of work. Starting at 100 pieces, the company says it offers this effective protection against unwelcome germs in the form of its handy Pocket Sprays, whereby labeling of the refillable glass bottle and the sleeve application is possible. From 500 pieces onwards, the spray can also be ordered in the attractive Black Box form. (Photos available)

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Sachet with throwaway cleaning tissue (1)

Ars Design, which describes itself as an exclusive and full sales and service agency for the selective perfumery trade, will be presenting a sachet with cleaning towel measuring 140x80 mm as an attractive mailing multiplier. The sachet has a large printing area for advertising messages. The practical one-way towel is soaked with a disinfectant liquid for hands, work surfaces and keyboards, or with a screen cleaner. As the company points out, a personalized label is possible on orders starting at 1,000 items and direct printing on the film can be carried out for 10,000 or more sachets. (Photos available)

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Talking heart with re-recording function (22)

With their new talking heart, Global Innovations is encouraging people to say what's dear to their heart. The item is seen as an ideal gift for special occasions such as birthdays, Mother's Day, and Valentine's Day. As the company explains, the sender simply speaks into the heart, places it in the ready-to-send packaging, and then sends it off to loved ones. The heart has dimensions of around 6.5x7x2 cm and can record messages of ten to twelve seconds duration. The gift set contains the speaking heart with re-recording function including battery, a four-color gift box suitable for various occasions, a booklet with greeting text, tips and ideas, a greeting card and a seal. Approximately 15,000 items are said to be in stock, with individual production possible at any time. (Photos available)

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