

# Shots Video: New, new and

**The Netherlands based company stands for erotic quality in the areas of DVD and sex toys articles. It's more than ten years ago that the company was founded and it now deals with more than 2500 products on the international erotic market. In this issue, Sign Europe presents the creative manufacturer with regard to the Venus Fair to give you an insight into the current innovations at Shots Video.**

It took many years of preparation, but at last building is now in full swing on the new warehouse. The project, known internally as the "Shots Video Castle" has been developed using the ideas of the CEO Oscar Heijnen. The building progress can be followed via

webcam on their homepage. In the middle of 2007, the warehouse will be the central point of all their activities. The opening celebrations will take place in the third week of July. In the meantime, the company management and workers are busy preparing for the Venus 2006, where one can meet up again with the Shots Video star Wendy Somer; who has been in the erotic business for more than ten years, three of those with Shots. Wendy has also been nominated for the "Best International Actress".

So, the re-release of seven Wendy classics, including footage which has never been seen before, will be a gala in itself. Shots Video has packed four nominations into their suitcase for the journey to Berlin. Apart from Wendy Somer, others who



Oscar Heijnen is everywhere



The label with the Italian touch: available on New Years Eve 2006



The newcomer at Shots Video

have been nominated are Tom Byron as "Best International Director" and Audrey Hollander as "Best Actress USA". Also nominated is "Scream", for the best fetish label Germany. At the Shots Video booth there will also be a discount on the 25 titles from the European label Max Hardcore. "We will present 400 new DVD releases at the fair. Amongst those will be many new labels", the Shots Video CEO, Oscar Heijnen explains. There were also new budgets for "Euro Ex-



Max Hardcore fans can look out for some deals at the Venus

# new again



Arise "Shots Video Castle"!

treme" with 50 titles, 100 five hour video compilations and for the packaging of the DVD boxes. As a south European label "Notta Pazzo Productions" hits the market with 50 titles. Just in time for the Venus Fair, they will also have many new German speaking titles, because Shots Video want to strengthen their presence on the Germany market. There are



Wendy Somer the cheerleader

also new releases that are not tied to the Venus, for example "Extreme 2.0 - The Animale", which is a series, featuring mal-formed and dwarf performers, in order to adapt to the market. Furthermore, the high-end label Candy-Girls also has many new releases. Buck Angels, the new transsexual star, has been on board since September of this year. The new, "fresh from the press" Shots Video titles featuring Buck Angels are called "The Adventures of Buck Naked - Director's Cut" and "V for Vagina".

Shots Video have big plans for the European market, but they are also concentrating on international growth. "Every six weeks we release between 60 and 80 new titles. Fifty percent of those derive from our own globally licensed producers, whereas the rest come from the licence purchase of other producers. We are incredibly active on the multinational erotic market", Heijnen finishes. With so much going on, Shots Video should be well worth a visit at this year's Venus; you can find them in hall 22A, booth 34.

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