

# A new star in the toy firmament: Touché



*The mission: to design a new line of products of superior quality, best design and highest level of consumer safety for an affordable price. The team: Shots Media. The answer: Touché*

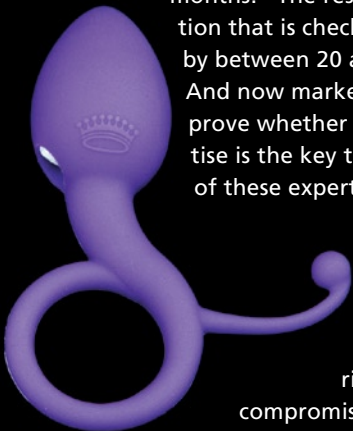
"In the development phase we realized that we had to accept that year-long experience in the design and production for toys is not enough and so we had to return to the basics. We listened to our customers and implemented their ideas, fantasies and desires into our products," says Oscar Heijnen, managing director of Shots Media, explaining the fundament of his new line of products, Touché. An in-house team of designers drafted the first drawings for the prototypes, which were then discussed with their partners. This process lasted about six months. "The result is a collection that is checked and tested by between 20 and 20 experts. And now market forces will prove whether so much expertise is the key to success." One of these expert criteria was consumer safety. "We carefully chose the best materials, whilst not compromising on the power or control of the functions. Touché toys are made of medical grade silicone." The Shots mission was to create a completely new series of products that offers tantalizing erotic experiences. "Our customers are sovereign and their health is our utmost priority and for this reason all Touché toys are phthalate-free. We do not compromise on our customers' safety. And to maintain and guarantee this safety factor all Touché products are tested in independent laboratories." Since laws on raw materials differ from country to country, the Touché toys are tested individually to comply with the laws of

all countries where they are available. "It doesn't matter where you retail, America, Europe, Australia. Touché is approved for use under the laws of your country or territory." All test reports are published and accessible on [www.toucheyourpassion.com](http://www.toucheyourpassion.com). "We

want to demonstrate that we are one hundred per cent reliable," Oscar emphasizes. Chinese factories claim that they produce pure silicone toys but this is quite often not the case. By publishing test reports from all important countries in the world, we can show our customers that we are making the real thing." The website also includes other information as Oscar explains. "Most consumers buy a product before they visit the website. When they do, we want to inform them about new products, the safety and the philosophy behind the product. Our website also helps with branding." The site should help establish the Touché feeling, a collection inspired by the fashion industry in Paris. "You can see this in the marketing and branding of the product. Paris is the city of love and romance and we think this is the right combination." But Oscar knows a brand is worthless without customers and distribution. Shots Media has been observing the market for over two years, selling toys and talking to distributors and customers. "We found out that a high end product that is perfectly safe and for an affordable price is missing on the market. Touché is our answer." To establish the brand we cannot afford to make mistakes and we need a good marketing budget.

"At the end of the day the customer decides when a product's shelf life has expired. Distribution is the easy part; selling long term the difficult part. Unfortunately we can't talk to every customer; that's the retailers' job. But we have our marketing tools in the right places in order to be successful. We are confident people will enjoy the essentials of passion when using our Touché products. Passion is one of the most beautiful gifts." In view of the saturated toy market, it wasn't a problem for Shots to launch a new product; it just took a little longer with the fine tuning. All crucial factors, such as design, packaging, material, marketing, price had to be

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## in the spotlight

considered. "In the past, just one of these factors was enough but these days you need to combine them all and this takes time we can't afford to make any mistakes," he says. And the effort was worth it: multi-speed or 5 vibrating modes, beautiful and ergonomic designs, anti-allergic, phthalate-free, silicone that feels like real skin, quiet ultra sonic motors, one year warranty, perfect for him & her, quality packaging where you can touch the toy

women, couples and men, simply all those consumers who want a good product and while social attitudes change, Oscar recognizes the importance to sell in the right places and keep the target groups informed. "We have to be

the market without prior consultation with their distributors." Touché has been designed for both the traditional adult market and the mainstream markets. Oscar is aware that the demands on a mainstream product are much higher. "It has to be of the right quality; it needs the right

without removing it from the box, batteries included, non-porous surface – all this combined in one product. "All the Touché models are innovative and new and the quality is 101%, suitable for the mass market." A good example is the Masturazor, a toys with an small lady shaver inside. The collection includes other new designs and original packaging ideas. And whereas most brands are not cheap and where quality has a price, Shots Media has taken another approach. "We designed the label in house and we have mass produced it and most of the branding budget comes from the standard Shots Media wallet. So the consumer is not paying for this and this keeps the price down." And the products are designed for everyone, for

informative, follow a stringent concept and above all listen so that we can learn from what we hear." A group of 30 consumers test all their designs, giving Shots the feedback they need and not one single product is launched on to

people behind it; it has to be safe and innovative and it has to look great. But above all it has to represent the right philosophy!" There are patents on all the Touché toys and packaging. Shots Media launches eight new toys in two colours and the ultimate goal is to release one new toy a month along with the necessary support for the retailers. Their website is for information purposes only as they do not sell directly to consumers. "We do not want to exclude the retailers," Oscar says and urges retailers to visit the website. They also supply posters and catalogues and the Touché bags, of which the Shots team is particularly proud. "This is exactly how we wanted to see our product," Oscar says proudly. All orders made to Shots Media are dispatched within 24 hours. "This is not new for us; we have always been quick with orders. And our new distribution centre in Beneden Leeuwen is ideally equipped to cope with orders." More toys are planned for the future, both from the Touché label and from other label. Their target is to produce toys that are not already on the market and while we speak Shots Media is already working on the capacity for meeting these goals. "Shots Media has a piece of the market and we shall try and get a bigger piece of the pie in the future." •

