

one step beyond

SHOTS LATEST PRODUCT GUARANTEES A COOL SUMMER OF THE SENSUOUS KIND

## Touché Ice – The world's first ice vibrator

*The companies are churning out new products at a high pace. Many of these novelties fail to make a lasting impression because they are not innovative enough. Only a few products are truly unique, and the Touché Ice from Shots Media is definitely one of them. It combines the characteristics of a love toy with the cooling aspect of ice – the innovation of the summer!*



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Oscar Heijnen

It is a love toy,” Oscar Heijnen explains when asked whether Touché Ice is a love toy or a joke article. “But one mustn't forget that there is also a humorous side to every love toy. Nonetheless, Touché Ice is a toy that should be taken seriously.” There are two models of the ice vibrator: The bigger model with strong vibration that can be used like any other vibrator, but also for a cooling massage on a hot summer day. The smaller model, on the other hand, vibrates on both ends, the silicone end and the ice end.

“Of course, this model will do the job like any other vibrator. But you also get a special extra feature: the ice tip.” The idea to do something with ice has been



**The silicone parts without the ice tip**

buzzing around in the minds of the Shots Media Team for a long time, Oscar Heijnen tells us. After all, many people like to use ice at love play. This idea, that had been around for so long, was brought up again at a brainstorming session on a Friday night, when somebody happened to stare at a glass filled with ice cubes, and the decision was made to finally do something about it.

“We worked out the final design of the toy on a piece of paper during a business trip,” Oscar remembers. “Whenever we are out of the office and can completely focus on development, we always yield the best results.” Due to hard work and efficiency, it only took Shots Media eight months to get from the first draft to the finished product – the world's first vibrating ice massage toy. „In the future, we will develop our products even faster,” Oscar promises.

“Obviously, this kind of product requires a lot more attention and time than, say, a DVD release. After all, it's not only the design we have to take care of. We found the patent application and all the work that goes along with it to be especially demanding; you really have to focus a lot of your energy on this aspect of production. As soon as we have received the patents, we start showing the product to our customers and then go about finalising the design together with them.” Oscar says that the aforementioned patents might really help to prevent the product from being copied, but he also admits that there is no guarantee for it. “We have also applied for patents in China because most of the illegal copies come from this area, as you may know. We are working with a renowned lawyer from Amsterdam, who knows the entertainment industry. He will help us fight pirated copies, should they appear on the market. We also worked together with him at getting patents and copyrights for the

brand name and the logo. After all, Shots Media ideas must remain Shots Media ideas!”

The production of Touché Ice was quite difficult, which is no surprise given the nature of the product. There were a lot of problems that had to be taken care of – for example, the fact that water expands when it becomes ice. According to Oscar, this was also the hardest nut the team had to crack. Another difficulty was to make the thing vibrate, after all it was supposed to be an ice vibrator! “And then we were also faced with the problem that the freezer would always suck the batteries empty. Therefore, we had to have a vibrator that could withstand extremely cold environments.” Like the other products from the Touché line, Touché Ice is made of European silicone. Shots Media is one of the few producers in the world that has



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#### The manual of the world's first ice vibrator

test reports for all the materials that are used in the production of the company's products for every single country in the world.

Oscar ensures us that the materials are absolutely harmless to the human body and that they are also tested for use with lubricants. Apart patents and laws, the materials and the quality of the products should also help to prevent illegal copies. "The materials we use are very hard to copy, the quality is very high. For instance, our silicone will adapt to the temperature of the body. And in the case of Touché Ice, the silicone is food grade! That kind of silicone is very hard to come by." This might indeed put off copyright pirates. "We always try to achieve the optimum with our products so our customers will be satisfied. The technology that is necessary to achieve this goal is constantly growing and changing. It is quite challenging to keep up with the market all the time and to constantly adapt to new means of production." At Shots Media, the latest techniques and technologies are used in the production of every new toy. "I think that this is very important. Producing a sex toy is quite easy, but producing a best seller is only possible if you understand your market, if you know exactly what you are doing." What is even more important to Oscar, however, is the support of his team. Everybody has put their heart and soul into it to turn the

idea of a sensuously cool toy into an actual product: the Touché Ice. Oscar Heijnen, president and owner of the company, is full of praise for the team. "The product designer, the packaging designer... the entire department, really! They have truly outdone themselves this time. Their work for Shots Media will definitely stick in people's memories." The enthusiasm of his team definitely fills Oscar with pride and happiness. "Some of them even call me in the middle of the night to tell me about their latest ideas and thoughts. They all work so hard to reach their goals. I would not want to miss this spirit for anything in the world." Knowing of the quality of his product and the hard work of his team, it is not hard to believe Oscar when he says that Touché Ice is going to be a great success. Even before the first ice vibrators were delivered, the company had already sold larger quantities of the Touché Ice than of any other toy Shots Media had ever released. "That proves that we are on the right track, and also that Touché is growing," Oscar explains. The Dutch businessman has no doubt that this exotic product will help the company gain a strong foothold in the mainstream market. He is also convinced that the ice vibrator will boost the Touché label. Nonetheless, Oscar maintains that the target audience he and his team had in mind when creating the Touché Ice was not

the mainstream audience but the company's loyal customers.

"I am of the opinion that growth is only possible when you have loyal customers. Of course, in the back of our heads we hope that we will open up new channels of distribution and that we will sell large quantities to this new clientele. If this wish actually comes true, I'll be even happier than I already am." Touché Ice fits not only into the erotic market, but just as well into the mainstream market, which is partly due to the high quality packaging. After all, the Touché Ice packaging truly sticks out through the various printing techniques and the silver foil; It is eye-catching, beautiful, and elegant. Like other Touché products, the Touché Ice packaging has an opening on the back so the customer can take a look at the product from every angle. The toy itself will never be taken out of the packaging and will therefore always remain hygienic. In order to inform consumers about the unique ice vibrator, Shots Media supplies retailers with catalogues, posters, and displays. As far as online marketing is concerned, the company offers e-Flyers to retailers which they can then send to their customers via e-mail. "If a retailer reads this interview and thinks that the promotional material might be of interest to him and his customers, we'd be happy to hear from him. Just contact us at [info@shotsmedia.nl](mailto:info@shotsmedia.nl), or mail me directly: [oscar@shotsmedia.nl](mailto:oscar@shotsmedia.nl). This service is free, of course." In order to offer the retailers the best support possible, Shots Media has also made promotional videos for each Touché product. "Every online store that sells Touché products can create a link to these movies since they are online at YouTube on our own Shots Media channel. If you are interested, just check the videos out at [www.youtube.com/shotsmedia](http://www.youtube.com/shotsmedia)." There is also a special video at [www.shotsmedia.nl/promo](http://www.shotsmedia.nl/promo), which gives customers an impression of the production and distribution of love toys, and also of how professional the erotic industry has become. Should retailers want the videos in another format, all they have to do is

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contact Shots Media. As everybody knows, Shots was originally a movie and DVD company. Therefore, they still have their own in-house editing studio, which allows them to customise their videos for the customers. "The entire sales process is all about information, training, and communication," Oscar explains. "I could go ahead and tell everybody about how great this product is – but this information also has to reach the consumers. Most people do not have the time, or the patience, to spend ten or fifteen minutes studying the back of the packaging just to find out exactly what kind of a product it is they are holding in their hands. That's why we put five easily understandable cartoons on the back of the packaging. This way, the customer gets all the information about what the product can do and about how it works within five seconds." The Shots sales team also stays in close contact with retailers in order to help them inform the customers about the product. „At the moment, the number of seminars I am holding is much bigger than the number of business trips I am doing. But it pays off. Admittedly, it is a slow process and it takes up a lot of my energy. But we are trying to find a way to make this process more efficient. In any case, I think that simple cartoons which can explain complex toys are the future of explanation. They convey the important facts about the product that

much faster than anybody could do with words." Talking about explanations: What is the explanation for the fact that the Touché Ice will have its premiere at the "Shots Media Sales Week" at the end of July and not at the Venus trade fair? Well, it's actually quite simple: It's ice. And it's summer. A match made in heaven. "The Touché Ice is a product for the summer. An ice vibrator – our whatever you want to call it – has to be released in summer," Oscar explains, laughing.

"But, seriously, the Sales Week and the Shots Media party have become bigger and more important every year – and this year it is going to be really big. When we had our first Sales Week we decided to have it in summer during vacation time because this time of year is not the peak season for businesses; retailers can afford to come to the event. But over the course of the last five years, this has become a very busy time, for us at least, and it's getting busier every time. But that is great. This success has also been a reason why we decided to co-ordinate our releases so we can first present them there, at the Shots Media Sales Week." The wholesale price for the ice vibrator is at 17,50€ for the big model and at 12,50€ for the small model. "All our customers get a discount of 20 to 25 percent. But they can save even more money, for example if they buy products for more than 50.000€ in one year. The more they buy from us, the bigger the discount will be."

Currently, the team is working on the creation of five flavour additives that the consumers can use with the



**Currently, there are two models of the Touché Ice, available in three different colours**

Touché Ice. This way, they could have a strawberry flavoured ice vibrator, to give just one example. Shots Media will be presenting other new products from the Touché line at the Venus fair. There, visitors will also get a first glimpse at Shots' new line of leather products that will go by the name of "Ouch!". "There will be other new Shots Toys in August and September. So there will be a host of new products. I advise everybody to check out our home page on a regular basis, or to subscribe to our free newsletter to get the latest information on our new products and the current developments every week. Of course, everybody who is interested in our company can also make an appointment with one of our account managers. If a customer can't come down to our showroom, we're always happy to send someone from our team to them. By the way, our account managers are visiting our clients once every two to three months anyway. That's part of our service."

**Sensuous, cooling,  
vibrating – Touché Ice**

