

TROIKA®

CORPORATE GIFTS 2013



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CONTENT

DEAR TROIKA PARTNER,

In a world that changes so quickly as of today, TROIKA understands itself as a brand that creates maximum attention for your promotional message. For this achievement, TROIKA always takes new, innovative and remarkable approaches.

THE FUTURE! CORPORATE GIFTS 2.0

Virtual communication creates new possibilities for your company's or product message. Starting on page 10, TROIKA presents innovative models related to tablet PC's.

Exclusive! APP - keyrings with the original icon of your own APP or with an individual QR code as daily reminders to visit your website.

Internet, smart-phones and apps are no substitute for personal contact. They support it. For example through card reader apps, providing information, better organisation and an aid to memory.

NEVER OUT OF STYLE: BUSINESS CARDS

A business card is reduced to the essentials; no advertising, pop-ups or Trojans. The security of the data is guaranteed. TROIKA holders protect them and support you in maintaining your contacts. Anyone who values making new contacts finds more information on page 18 and following!

All of this and much more is presented on the following pages.

With kind regards from Müschenbach

Simone Brodmann



Simone Brodmann
Sales Director B2B
TROIKA GERMANY GMBH

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CHILDHOOD HEROES

TROIKA AWAKENS THE CHILD WITHIN THE MAN

"When I was little, I wanted to be a fireman, and then later a racing driver."

What man didn't want to be a fireman when he was a child? This could be a reason for the fact that - according to a 2011 Forsa poll - firemen are still the profession held in the highest regard in Germany. They are people you can rely on.

LITTLE HEROES, BIG HEROES

Doesn't every man still have something of the fireman, racing driver or master builder at heart?

TROIKA breathes new life into these dreams - in our everyday working lives. With high-quality tabletop vehi-

cles such as the FIREFIGHTER. The FIREFIGHTER is reminiscent of the fire engines of the early 1950s and doesn't just cut a great figure when you're in a hotspot at the office...

Unexpected details such as the ruler, the secret compartment and the magnet successfully combine to make the FIREFIGHTER a feast for the eyes, a memento and a useful workstation.

Ah yes, and the FIREFIGHTER can also drive at lightning speed. Its friction motor gives the acceleration that you would expect from the fire service.

THE RIGHT VEHICLE FOR ANY CHILDHOOD DREAM

TROIKA offers an extensive fleet with the most varied of tabletop vehicles.

Over the coming pages, you will find a selection of particularly popular models. What they all have in common is that they awaken the instinct to play, and therefore the child within the man.

Use the TROIKA FIREFIGHTER, for example, to communicate the subject of "safety".

Under the motto "With us you are always on the safe side", the FIREFIGHTER is popular with:

- CORPORATE CONSULTANTS
- SOLICITORS
- INSURANCE AGENCIES
- AND OTHER SERVICE PROVIDERS



FIREFIGHTER GAP05/RD

Fire engine, paper weight with ruler, secret compartment and magnet for paper clips, incl. 5 paper clips, with friction motor, red
Design: TROIKA Design Werkstatt
151 x 59 x 66 mm, 279 g
Max. logo size: 45 x 10 mm on ruler



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STREET LEGENDS DESIGN CLASSICS

**NINE H.P. ...
AND THE ATTITUDE TO LIFE
OF A WHOLE GENERATION**

The 2CV stood for slowing things down long before this life concept came into being. It wasn't quick, but it was reliable. It had few details, but what it did have was original. First a student car, now a highly sought-after collector's piece.

PURE AUTOMOBILIA

Quicker, higher, further! But why? What about the time to enjoy the simple things in life? The countryside, work, or simply life. Just as it is. How it can be. Relaxed, simplified, without endless knick-knacks. But rather things that are original and unique in their own way. Everybody is talking about slowing down - here's where the good life comes trundling in. The 2CV is the wheeled embodiment of the French art de vivre, or art of living. With 9 h.p., rolling roof, gearstick and hinged windows, it's the set of wheels for the alternative lifestyle.

CHARMING ADVERTISING MEDIUM

Even if the "Ente" ("duck", as the Germans nicknamed it) hasn't been built for over 20 years, as a cult object it is more desirable than ever. In Germany alone, there are still over 13,000 of them on the roads! The following statements were attributed to it in a survey:

- I am reliable.
- I am timeless and always current.
- I am untiring, hard-wearing and good value.
- I am totally unshakeable.
- I am straightforward and consistent.



Under the motto: "Oh là là... La voiture c'est moi!", the tabletop vehicle ENTE is particularly popular with:

- ALL THOSE WHO DRIVE OR HAVE DRIVEN A 2CV
- CABRIO DRIVERS
- THOSE WHO LOVE FRANCE

ENTE GAP02/CH

Classic car 2CV, paper weight and pen holder, with magnet for paper clips, incl. 5 paper clips, with friction motor, shiny chrome plated

Design: studio dreimann
155 x 63 x 63 mm, 270 g
Max. logo size: 40 x 12 mm



PERFECTION AND STYLE - A STROKE OF GENIUS!

The Mercedes-Benz 300 SL Gullwing Coupé is the most sophisticated and compelling sports car of the 20th century. The car of the stars is to this day a superstar in its own right.

IN THE FAST LANE



PURE AUTOMOBILIA

Good design, of course, has as many facets as life itself. A desire for the French laissez-faire on the one hand, the dream of top German technology on the other. The legendary Mercedes-Benz 300 SL Gull-wing Coupé was the inspiration for the exciting "LEGEND LASER" laser pointer.

ANOTHER DIMENSION

Nobody had ever seen anything like it before 1954... the gull-wing doors of the original are always ready to be raised, even when stationary. And that is just the most striking design feature of the Gullwing; the list continues endlessly. 215 h.p. and 260 km/h (in the 1950s!)- only the shining red laser pointer of the LEGEND LASER is faster. The lovingly designed laser vehicle sits as nicely in your hand as its big brother does on the streets.

A STATUS SYMBOL FOR EVERY PRESENTATION

As a laser pointer, the LEGEND LASER helps you to win the next presentation. Or to show what's what on the construction site. The LEGEND LASER is a real talking point as soon as it rolls into the office, meeting or on-site. It fits into any trouser pocket and has a range of 100 m - practical both for talks and on the building site.



Under the motto: "Only the best for our customers!", the tabletop vehicle LEGEND LASER is particularly popular with:

- CORPORATE CONSULTANTS
- INSTRUCTORS
- ALL THOSE GIVING PRESENTATIONS
- DESIGNERS
- CAR LOVERS

LEGEND LASER GAP04/CH

Sports car in gull-wing door design of the fifties, paper weight and laserpointer, range: 100 m, shiny chrome plated

Design: Axel Groß
111 x 47 x 30 mm, 130 g
Max. logo size: 25 x 4 mm



USEFUL HELPERS

SUPER CONNIE GAM19/CH

Propeller-driven airliner, paper weight with magnet for paper clips, incl. 5 paper clips, with friction motor, shiny chrome plated

Design: Langkop Design

95 x 125 x 27 mm, 120 g

Max. logo size: 25 x 6 / 30 x 4 mm



ROAD "STAR" GAM07/CH

50s-style roadster, paper weight with magnet for paper clips, incl. 5 paper clips, with friction motor, shiny chrome plated

Design: TROIKA Design Werkstatt

106 x 42 x 25 mm, 120 g

Max. logo size: 30 x 10 mm / 30 x 6 mm

ROAD "STAR" GAM06/CH

Truck with turnable axle, paper weight and pen holder, with magnet for paper clips, incl. 5 paper clips, with friction motor, shiny chrome plated

Design: Hervé Houplain

205 x 40 x 73 mm, 267 g

Max. logo size: 40 x 20 mm / 15 x 12 mm



INUKSHUK GAM85/WH

Puzzle and multi-functional desk object, made of 5 magnetic stones (resin) and stainless steel base, incl. 5 paper clips, white, supplied in net pouch

Design: Dewa Bleisinger
ø 95 x 113 mm, 291 g
Max. logo size: 45 x 20 mm

INUKSHUK GAM85/GY
grey



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GIFTS
2011



EN GARDE LOP78/MA

Letter opener, cast metal, satined

Design: Anne Rieck
ø 190 x 26 x 12 mm 146g
Max. logo size: 30 x 10



MINI TROLLEY PHO01/WH

Pen holder in the shape of an inflight service trolley, metal, shiny chrome plated, sides printed with world map design, white/grey

Design: TROIKA Design Werkstatt
ø 55 x 38 x 125 mm, 188 g
Max. logo size: 30 x 20 mm

MINI TROLLEY PHO03/BK
black



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WELCOME TO

DESIGN AND TECHNOLOGY WITH A 21ST-CENTURY LOOK.

The Internet has changed our world. Smartphones and tablet computers make new forms of communication possible. Social networks and business intertwine. But what about good taste? On the coming pages, you will find innovative TROIKA answers to the challenges of mobile communication: e.g. APP keyrings, the IPACK and SMOOTH TOUCH PENS.

ALL ABOUT APPS

Apps, those fashionable applications for smartphones and tablet computers, have quickly seized a secure place for themselves in modern communications. Everybody knows the little square icons; in 2010, there were already more than 500,000 different examples. Today you can find the right app for every character, taste and area of application.

VERY NEW - VERY REAL APP KEYRINGS

Your own app as a keyring. Square, practical, better than just good. As an advertising medium it is as simple as it is impressive. Cool and modern, just like apps themselves. And you can also touch them. Your users will talk about them just as much as they do about the app itself. There is space on the metal back for an appropriate engraving: your name, your website.

TROIKA makes personalised app keyrings with any icon from 100 units.



From 100 pcs. individual app design possible.



28 standard designs available.

APP KEYRING NAVIGATION #KYR12-P01

Keyring in App-design, with design sticker, metal, matt chrome plated, design NAVIGATION

Design: TROIKA Design Werkstatt
Dekor: pinta
63 x 35 x 7 mm, 26 g
Max. logo size: 15 x 15 mm on back

APP WORLD

HOW TO USE QR CODES FOR YOUR MESSAGE

QR codes are licence-free; anyone can develop and use them free of charge. You just need a simple QR code generator.

TROIKA effectively places QR codes on a variety of advertising media! It's a brand new look and a real talking point. The design is trend-setting and, thanks to its special benefits, these models will be very popular with the (ever increasing) user base. As mobile business cards, they are a contemporary complement to printed cards. A big advantage of the QR code is that it leads the user straight to the information, message or campaign that you have prepared for them.



THE RIGHT CODE FOR CLEVER CUSTOMER ACQUISITION

THE STORY

The firm domovari, a specialist for made-to-measure bathing and living, was looking for a new advertising medium for an interior accessories industry meeting.

The aim: potential customers should be able to view domovari's trade fair innovations again on their website and maintain contact.

THE MEDIUM

TROIKA developed a keyring with the domovari signet and a self-programmed QR code.

When activated, a special area of the domovari website opened with selected trade fair innovations. A competition made the visit even more attractive.

The strategy was a success. By distributing 200 keyrings, the post-trade fair traffic to the website was significantly increased.

Free engraving: engraving the back with domovari's website was free of charge for the customer, as is the case with any engraving when 100 units/models or more are purchased.

In addition, it also allowed customers without smartphones to take part in the competition.



APP KEYRING QR-CODE #KYR12-P19

Keyring in App-design, with design sticker, metal, matt chrome plated, design QR-Code
Design: TROIKA Design Werkstatt
63 x 35 x 7 mm, 26 g
Max. logo size: 15 x 15 mm on back

BEST PRACTICE

SMART TRAVELLER

EVERYTHING TO HAND - THE TROIKA IPACK® FOR WORK, WEEKEND, TRAVEL

The advantages of a modern lifestyle - flexibility, individuality, mobility. In order to be able to use and enjoy these, you only need one thing: the right equipment.

If you ask in a company or agency what you should always have to hand nowadays, the basic answer is smartphone, tablet computer, plug adapter (you never know how long you'll be travelling), keys of course, pens, and credit and business cards. Headphones are useful, a travel mask doesn't hurt (you never know how long you'll be travelling).

Practically everyone is familiar with the situation where they can't continue because they don't have something to hand. No mobile? Very bad. Computer - hard to improvise. No keys - hopefully there's someone at home... and the list goes on. But

these days are over! The TROIKA IPACK® is the logistics centre for modern work. Small, light and with room for the essentials.

WWT - THE PHILOSOPHY OF THE TROIKA IPACK®

WWT stands for work, weekend, travel. The ultralight IPACK® serves as a mobile base to be equipped to your requirements. Special compartments (some padded) and pockets create space and provide an overview. Everything there? Then off we go.

Practical - the IPACK® is packed up and stowed. Work - in your briefcase. Weekend - in your travel bag. Travel - in your suitcase.

This is the IPACK®'s WWT principle. Minimum space requirement, maximum control over your equipment.

THE WRITINGS OF AN IPACK USER

Thorsten P. from Frankfurt: "Hello TROIKA. I am 28 and travel around the world as a Major Sales Manager for water treatment plants. I often used to get annoyed if I'd once again left something behind somewhere that I needed for the next meeting. The most annoying is a missing mains adapter. I'll be pleased if they get them standardised..."

Now I've switched to your IPACK® and it's really helped. I spot it straight away if there's something missing. If everything is there then it means less stress for me and more energy for my job. I have encouraged my boss to kit out the whole department with them. THANK YOU!"

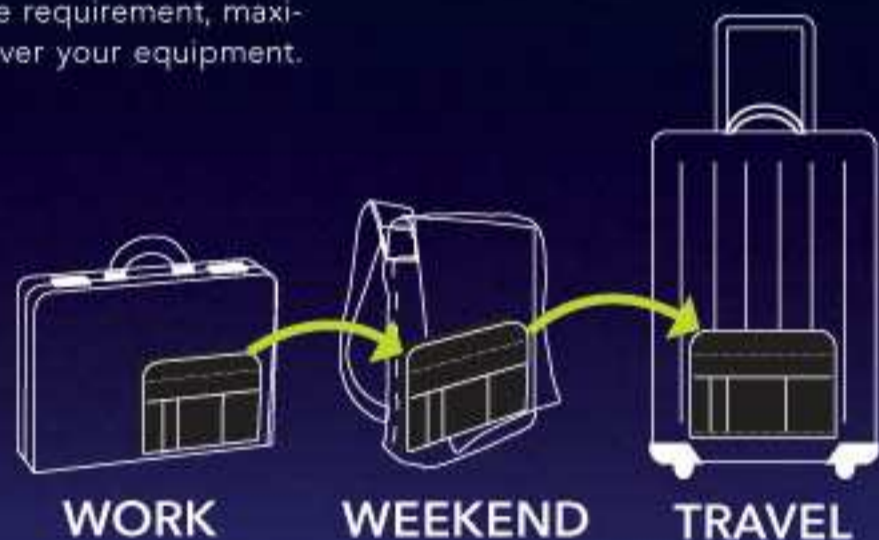
TROIKA IPACK® IPC80/BK

iPad sleeve and accessory pocket with lots of storage space, polyester, black with red accents, with 6 outer pockets, keyring and section for cards, incl. display cleaning cloth (microfibre)

Design: TROIKA Design Werkstatt

293 x 230 x 32 mm, 178 g

Max. logo size: 45 x 45 mm



Exterior cool black, interior vibrant red. TROIKA designers inspire with the emotion of colour and the function of innovative details. Cover for tablet computers.

RED PEPPER IPC42/LE

iPad folder case and stand in one, leather/PU, with elastic band fastener, three different positions, with cut-outs for camera and Home button, black/red
Design: TROIKA Design Werkstatt
247 x 199 x 25 mm, 262 g
Max. logo size: 45 x 45 mm

MIDNIGHT IPC49/LE

black



CLICK...



CLICKING IS THE NEW WRITING.

Did you know that 29% of managers in Germany already own an iPad? Business and leisure would be unthinkable without a touch screen, tablet computer or smartphone. The only downside is entering data. Typing with your fingers of course means not always hitting the right key, leading to amusing typos, but no viable solution.

BUT TROIKA HAS HAD A BETTER IDEA:

Special writing implements make using the Internet quicker, simpler and more stylish. New smart and combi pens are specially designed for the latest requirements. And they look remarkably good - in modest anthracite or strikingly adorned. The Internet is there for everyone. And so are the new TROIKA writing implements!

APP TOUCH - THE INTERNET PEN

The compact stylus a modern designer look in matt aluminium engraved with APP TOUCH by TROIKA. Can be additionally engraved free of charge from 100 units.



Small, light, precise ...

The materials used in the APP TOUCH - aluminium, silicone and steel - are tested to European standards and are suitable for use e.g. in certified production areas or in the medical sector.

APP TOUCH is particularly popular with:

- INTERNET FANS
- FIELD STAFF
- WORKERS IN THE IT SECTOR
- SPEAKERS / LECTURERS



APP TOUCH PAT01/TI

Stylus for iPad, iPhone and other tablet PCs with touch screen, aluminium, matt charcoal grey, with metal clip, engraved with "APP TOUCH by TROIKA"

105 x 8 x 11 mm, 8 g

Max. logo size: 25 x 3 / 30 x 3 mm



PIP01/CB, carbon look



PIP03/CO, rose motif

SMOOTH TOUCH - THE DOUBLE TIP FOR PAPER AND IPAD

The combi pen with black easyFlow reservoir and input tip. In shiny metal with attractive design variations. TROIKA is offering this successful collection for all those who would prefer to continue writing with pen and paper.



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SMOOTH TOUCH PIP01/CB

Combination of ballpoint pen and stylus for iPad, iPhone and other touchscreen tablet PCs, metal, shiny, ballpoint pen with black TROIKA easyFlow refill (Made in Germany), stylus with soft rubber tip to protect displays against scratching and fingerprints, in a black metal box.

Design: Toni Rohm

148 x 10 x 13 mm, 31 g

Max. logo size: on shaft: 20 x 5 mm,

on clip: 28 x 3 mm, on box: 45 x 45 mm

SMOOTH TOUCH PIP03/CO

Rose motif

...AND WRITE!

WRITING IMPLEMENTS FOR PAD AND PAPER



SPECIAL MODEL

EXAMPLE: LUFTHANSA

THE STORY

TROIKA is a specialist in individual customer specifications. International enterprises put their trust in design and production strengths in order to score points with customers using distinctive advertising media.

What's special: each model can be personalised BEFORE and AFTER production.

BEFORE production: collective development of a completely new product or an independent product modification. The SMOOTH TOUCH by LUFTHANSA Lis one of many successful examples.

AFTER production: the selected model is refined in Germany, e.g. by engraving, printing or stitching. Further possibilities include adding a card, an individual banderole or gift wrap.

Discuss your idea with us. We will find a solution for you that will delight your customers, too!

BEST PRACTICE

BLACK IS BEAUTIFUL FOR BUSINESS:



TRAVEL FOLDER BOK49/LE

Travel folder incl. notepad DIN A5, leather/PU, with metal clip for receipts and 5 card inserts, elastic band fastener, black
 Design: TROIKA Design Werkstatt
 224 x 169 x 20 mm, 462 g
 Max. logo size: 45x10 mm



TRAVEL POUCH TRV69/LE

Travel pouch with zipper, PU, suitable for tickets, passport and 10 cards, incl. ballpoint pen "SLIM"
 Design: TROIKA Design Werkstatt
 229 x 119 x 23 mm, 139 g
 Max. logo size: 60 x 40 mm



CREDIT CARD CASE CCT69/LE

Credit card case with removable PVC insert for 20 cards and metal clip for receipts, leather/PU, one outer and one inner compartment for the most important cards, with elastic band fastener
 Design: TROIKA Design Werkstatt
 108 x 72 x 19 mm, 81 g
 Max. logo size: 30 x 10 mm



RED PEPPER
black / red



BLUE CANYON
brown / blue



MIDNIGHT
black / black

TROIKA'S TOP SIX

CREDIT CARD CASE CCC39/LE

Credit card case with money clip, leather/PU, metal clip, with exterior compartment

Design: TROIKA Design Werkstatt
111 x 68 x 14 mm, 60 g
Max. logo size: 40 x 10 mm



CREDIT CARD CASE MCC39/LE

Case for credit cards and business cards with magic opening mechanism, leather/PU, with metal clip and 4 outer pockets for cards, black

Design: TROIKA Design Werkstatt
110 x 73 x 16 mm, 66 g
Max. logo size: 30 x 10 mm



TWISTER KRG649/LE

Keyholder leather loop, made of black leather and metal, 3 keyrings, with twist-lock

Design: Ding3000
94 x 28 x 17 mm, 30g
Max. logo size: 15 x 8 mm



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They are 85 × 55 mm large. They deliver essential information and offer space for personal notes. Business cards are useful; they are your entrance card to further success.



BUSINESS CARDS

INTERNATIONAL BUSINESS: BUSINESS CARD RITUALS IN JAPAN
Business cards are called "Meishi" in Japanese, and they have special functions. In Japanese, a person's name can be written with several different, but identical-sounding, characters. A business card helps you to know exactly whom you are dealing with.

The most important exchange rules:

- The eldest or most senior person presents their card first.
- Both parties only hold the card at the outer edge.
- Following the exchange with both hands there is a bow.
- Each card is carefully read and placed to one side so the name is readily available.
- After the meeting is over, the card is stored in a special holder.

No goes!

- Putting the card away immediately.
- Putting the card in your back pocket.



FROM 100 PCS. ENGRAVING FREE OF CHARGE



back

BUSINESS WORLD CDC75/CH
Business card case, steel, shiny chrome plated, with embossed world map on lid, holds approx. 17 cards
Design: TROIKA Design Werkstatt
Motiv: pinta
93 x 60 x 8 mm, 55 g
Max. logo size: 40 x 5 mm



IRREPLACEABLE

PERSONAL CONTACT

As a rule, business cards are exchanged during a personal meeting. Be it at a trade fair, a convention or at the company premises, business cards document this contact, and form the basis for continuation.

THE BUSINESS CARD

Business cards are part of a company's CI and therefore as diverse as international business. The card doesn't just allow an exchange of details; it equally provides information about position and rank. According to the flow of the conversation, further details (personal mobile phone number, trade fair stand, quotes) may also be noted on a business card.

AND MODERN TECHNOLOGIES?

Internet, smartphones and apps are no substitute for personal contact. They support it. For example through card reader apps, providing information, better organisation and an aid to memory.

A business card is reduced to the essentials; no advertising, pop-ups or Trojans. The security of the data is guaranteed.

The motto: stay in touch, stay in business!

Business card holders stylishly round off the statement made by your cards. TROIKA holders protect them and support you in maintaining your contacts. For anyone who values making new contacts!



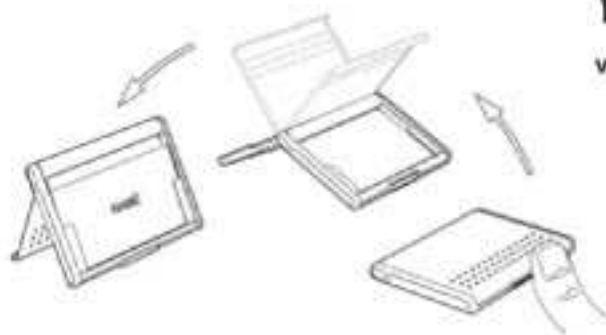
MR. SLOWHAND CDC95/TI

Business card case with hydrodynamic opening mechanism, aluminium; also to be used as business card stand on your desk, titanium colour

Design: Vistapark

102 x 72 x 9 mm, 39 g

Max. logo size: 45 x 20 mm



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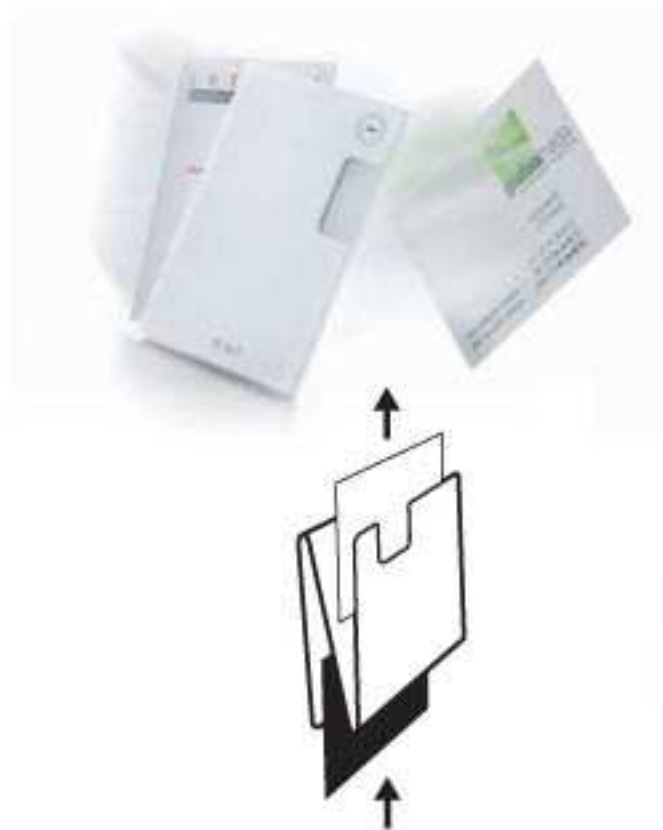
MR. SLOWHAND CDC95/AL

aluminium colour



RED PEPPER CDC42/LE

Business card case, leather/PU/metal, magnetic fastening
60 x 103 x 18 mm, 98 g
Max. logo size: 40 x 20 mm



GIVE & TAKE!

2-VISIT CDC20/BK

Slim business card case for trade fairs, curved acrylic, with 2 compartments for own cards and for received cards, black, in transparent gift box

Design: Alexander Sibbert
90 x 60 x 5 mm, 20 g
Max. logo size: 40 x 20 mm

2-VISIT CDC20/WH

white



SLIDE CDC30/ST

Business card dispenser, stainless steel
100 x 60 x 5 mm, 66 g
Max. logo size: 40 x 40 mm



FROM 100 PCS. INDIVIDUAL DESIGN POSSIBLE.

LONDON 2012 #CDC10-A091

Business card case, flat, with design sticker, metal, shiny chrome plated
 Dekor: impuls4/Emma Magoon
 99 x 59 x 6 mm, 55 g
 Max. logo size: 45 x 45 mm

BELLA ITALIA #CDC10-A093



KNIFF CDC70/BK

Business card case with special folding mechanism for dispensing cards, leather, with 2 compartments for own cards and for received cards, black

Design: Inga Reimers
 103 x 64 x 4 mm, 19 g
 Max. logo size: 40 x 40 mm



reddot design award
 honourable mention 2008



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HOLE IN ONE

Golf. An elitist Sport? Nowadays, that is only the case in terms of style and etiquette. Apart from that, more than 50 million people actively play golf around the world. Not including urban golf, swing golf and indoor golf. And as of 2016, golf will once again be an Olympic event! The putting green is available for everyone these days.

500 YEARS OF TRADITION

Invented in Scotland 500 years ago, golf was long the preserve of the

upper classes. Today that pays dividends. Golf is a gentleman's sport with good manners and a special look. Alongside the outfit and equipment, the right accessories are also essential.

GOLF TEE #KYR13-A131
Motiv "GOLF TEE"



FROM 100 PCS. INDIVIDUAL DESIGN POSSIBLE.

"HIGH-FLYERS - THEY'RE OUR TRUMP CARD" INCENTIVE FOR POWER SELLERS

THE STORY

The sports retailer Sportschmidt invited its best salespeople to a golf hotel under the motto "high-flyers". For this incentive, a highly memorable gift was required that conveniently combined sport, style and function.

THE MEDIUM

TROIKA suggested the GOLF BALL keyring. The chip on the back serves as a ball marker; it marks the ball's imprint when the players change over. It can also be used as a shopping trolley token. On the back, the "high-flyer" motto and person's name were engraved. GOLF BALL was a hole-in-one for Sportschmidt. The management is now planning an exclusive golf trip with selected customers. GOLF BALL will be there once again.



back keyring

GOLF BALL #KYR13-A130

Keyring with design sticker, round, cast metal, shiny chrome plated, with metal chip as golf pitch marker (or shopping trolley token) magnetically attached to the back side, incl. 1 replacement chip, Motiv "GOLF BALL"

Dekor: Pacchetto
67 x 35 x 7 mm, 29 g
Max. logo size: 15 x 15 mm

BEST PRACTICE

FULL SWING

THE GOLF CLUB

Traditionally, golfers organise themselves into clubs - the sport is more fun when played together. Even if it's generally the case that a number of small groups play side by side on

the course, after the final hole, everyone meets up in the clubhouse to share their experiences. Which club? What handicap? A time for the right advertising medium. After all, golfers are communicative and

proud of their sport. And while everyone has their favourite when it comes to choosing shoes, clubs and caddies, ever more golfers swear by TROIKA's design and quality when it comes to accessories.



GOLFCLUB PEN51/CO

Rollerball pen made of metal, glossy, black TROIKA 5888 refill (Made in Germany), in a metal box, incl. replacement refill, Design "GOLFCLUB"

Design: pinta

126 x 13 x 15 mm, 44 g

Max. logo size: on Clip 25 x 3 /
on box 45 x 45 mm



TROIKA REFILL 5888:

- Diplomat Metal rollerball refill M10301307
- Faber Castell Euro rollerball refill 148712



HOLE IN ONE KR11-33/CH

Golf keyring, with 3 typical golf charms: golf ball, club and putting green with flag, cast metal, shiny chrome-plated, green/red

Design: Anne Rieck

98 x 35 x 7 mm, 38 g

Max. logo size: 20 x 20 mm

SCHWITZABLEITER®

THE WORKOUT TOWEL

THINKS AHEAD AND PROMOTES HEALTH

There is now a towel that thinks ahead for all athletes! The Schwitzableiter is a practical wallet and towel at one and the same time.

Who isn't familiar with this dilemma: where to put your mobile, iPod, money and cards? These little objects can become a big problem when jogging, cycling, or in the gym. They don't fit in your pockets and fall out or just get in the way when you move. The small, integrated zip pocket offers enough space for all of these things. And at the same time, the Schwitzableiter is perfectly suited to sport, because the high-quality micro-fibre fabric quickly absorbs moisture, dries rapidly and is soft on the skin.

A stylish extra: thanks to a loop on the inside, the towel can be worn as a scarf, looks good and is practical!

So, now it's a go for looking after your health - the Schwitzableiter is the ideal training partner for him or her.

Slogans:

- STAY FIT AND HEALTHY!
- YOUR PERSONAL FITNESS COACH!
- GET READY FOR SUCCESS!
- DO YOUR BEST!



SCHWITZABLEITER TWL01/GY

Microfibre workout towel with waffle weave pattern, super-absorbent and quick-drying, adjustable length, with integrated zip-pocket for MP3 player, keys, credit cards, etc., blue

Design: TROIKA Design Werkstatt

1140 x 240 x 6 mm, 94 g

Max. logo size: 100 x 100 mm



From 100 pcs. individual stitching possible

- Workout towel with waffle weave pattern
- Microfibre
- integrated zip-pocket
- washable at 30°C



SCHWITZABLEITER TWL01/WH
white



SCHWITZABLEITER TWL01/GY
grey



SCHWITZABLEITER TWL01/DB
blue



SCHWITZABLEITER TWL01/RD
red



SCHWITZABLEITER TWL01/GR
green



DEKORE MAKE THE DIFFERENCE

YOUR PROMOTIONAL APPEARANCE GETS ITS UNMISTAKABLE CHARACTER WITH CUSTOMISED DEKORE

Your logo deserves a spectacular appearance, as an eye catcher on a TROIKA DEKORE product. DEKORE items give height, width, and depth to your print campaign - on a three-dimensional promotional item. The high-quality sealed 4-colour imprint shows every motif, even brand and company emblems, harmonizing with your Corporate Design.

Best of all:

You can choose between 16 base products, which can turn simple pictures into personal messages. For more information please have a look at TROIKA DEKORE PROGRAMM.

Your Advantages:

- small orders - starting with 100 pieces
- a possibility to realise your print-campaign 1:1
- quality "Made in Germany"
- UV-Light resistant - no epoxy fading (yellow) effect
- additional engraving possible
- attracts attention thought proven, long-lasting products which are appreciated by the end-user
- quick delivery



ARTWORK

given advertising space / incl. trimming



BASIC ITEM

Product with recess area



FINAL PRODUCT

basic item incl. Decore-Design-Sticker



BUSINESS CARD CASE #CDC02

Business card case with design sticker,
metal, shiny chrome plated
58 x 95 x 8 mm, 60 g
Sticker size: 85 x 44,5 mm



BUSINESS CARD CASE #CDC10

Business card case, flat, with design sticker,
metal, shiny chrome plated
99 x 59 x 9 mm, 55 g
Sticker size: 93 x 55 mm



KEYRING #KYR99

Keyring with design sticker, round, metal,
shiny chrome plated
67 x ø 35 x 7 mm, 33 g
Sticker size: Ø 27 mm



HANDBAG HOLDER #BGH01

Handbag holder with design sticker, metal,
shiny chrome plated, holds up to 10 kg
95 x 55 x 10 mm, 24 g
Sticker size: Ø 32 mm



MULTI KEYHOLDER #KYR01

Multi keyholder with design sticker, metal,
shiny chrome plated, with carabiner hook
and 6 exchangeable rings
90 x 9 x ø 25 mm, 52 g
Sticker size: Ø 20 mm





DETECTIVE KEYRING
#KYR11-A089

TROIKA DETECTIVE, keyring and key finder with design sticker, design A MAN'S WORLD, alerts of location with sound of a siren, black

Design: Axel Groß / Dekor: Anne Rieck
60 x 27 x 11 mm, 25 g

From 100 pcs. engraving
free of charge



KEY FINDER

KEYRING
#KYR99-A089

Keyring with design sticker, round, metal, shiny chrome plated, design A MAN'S WORLD

Dekor: Anne Rieck
67 x ø 35 x 7 mm, 33 g
Max. logo size: 20 x 20 mm in back side



DO-IT-YOURSELF!

TROIKA knows what makes men happy. Tools are their favourite toys, and will remain so. They quickly make work enjoyable. And this enjoyment is one of the many reasons why German companies are global market leaders in so many areas. Even in private, men know the deal. TROIKA makes this self-confidence visible and has created the A MAN'S WORLD men's design from tools. And many women like it, too!

EVERYTHING IN HAND

The A MAN'S WORLD design makes established TROIKA models distinctive and ensures a particularly long service life - ideal for your messages. Additionally, all metal products can be engraved. And the much-loved ALL-INCLUSIVE engraving is free of charge from 100 units. And also from 100 units, you can alter the design according to your wishes. You can add your signet, swap elements and much more. Speak to our customer services and tell them about your personal ideas.

MAN'S

BUSINESS CARD CASE

#CDC10-A089

Business card case, flat, with design sticker, metal, shiny chrome plated; design A MAN'S WORLD

Dekor: Anne Rieck

99 x 59 x 6 mm, 55 g

Max. logo size: 45 x 45 mm on cover inside



suitable for
approx. 11 cards



LUNCH BOX #BOX71-A089

Lunchbox with clip-lock, with design sticker, aluminium, design A MAN'S WORLD

Dekor: Anne Rieck

179 x 116 x 55 mm, 161 g

Max. logo size: 45 x 30 mm on cover



Also useful for nails,
screws or small tools.

From 100 pcs. individual
design possible

WORLD

WOMEN AND...

THEY'RE LARGE, THEY'RE FULL,
THEY'RE HEAVY, THEY'RE DARK:
WOMEN'S HANDBAGS.

On average, women spend around 76 days of our lives rifling through our handbags according to the results of the first global handbag study. Admittedly, large bags are rather like black holes where keys, lipstick and mobile phones disappear without a trace.

Those who have had enough choose the POCKET LAMP, which is a bag light, keyring and LED torch all at the same time. It has the looks of a miniature modern design lamp you would happily hang over your dining table. One quick pull at the lamp is enough to illuminate the entire content of your bag. You can always find your keys at any moment and if necessary shine the lamp onto the key hole.



POCKET LAMP

THE STORY

Leonard Heyden/Jost, a German bag manufacturer, was looking for something special to mark its 120th birthday, with quality, design and business tradition as key points. This task was given to the in-house agency.

THE MEDIUM

After searching for the right product, the agency decided on a particular bag:

The very first ever handbag from Leonard Heyden, a timeless model "LH-EINS", was produced as a special edition with a limited edition of 120 bags and equipped with a trend-setting modern item - the TROIKA POCKET LAMP. This special edition model was partly given as present to VIPs who were connected to the brand in a special way. Most of them were however auctioned off at a LH7J-birthday Gala for a good cause.



POCKET LAMP TOR10/WH

Pocket torch, keyring and LED-torch (white light), in design of a hanging lamp with a cord, plastic/metal, switched on and off by pulling the lamp, white

Design: ding3000
99 x 36 mm, 19 g
Max. logo size: 10 x 10 mm



BEST PRACTICE

...THEIR HANDBAGS

FLORENCE BGH30/CH

Handbag holder, flower design, metal casting, decorated with one Swarovski crystal, holds up to 5 kg, shiny chrome plated

Dekor: Anne Rieck
121 x 75 x 11 mm, 61 g
Max. logo size: 15 x 4 mm



MADE WITH
SWAROVSKI® ELEMENTS

Further results from the global handbag study: 95 per cent of all women in the so-called developed nations own between 2 and 20 bags or even more. With up to 60 specimens, Italian women are the front runners. Four out of five of those asked around the world could still remember their first one.

And what woman wants to leave her prized possession on the dirty floor?

With the TROIKA handbag holder, the handbag gets a VIP place at the table and sparkles, ever within reach, with SWAROVSKI ELEMENTS.

PARIS BGH20/CH

Handbag holder, metal casting, holds up to 5 kg, shiny chrome plated

Design: Anne Rieck
115 x 77 x 10 mm, 53 g
Max. logo size: 15 x 8 mm

MADE WITH
SWAROVSKI® ELEMENTS



GOOD TO

I'M LOOKING FOR... A SPECIAL KEYRING

A keyring that fits with my product and my marketing campaign. Not a "one size fits all", but a high-quality alternative - with an attractive price-performance ratio, of course. Something that sits well in the hand and will be used by my target group over the long term.

I am looking for a reliable and flexible partner who understands my needs and will implement them creatively. One who is conservative and innovative in the right measures.

In short, I'm looking for a keyring that I would use myself.

HE WHO SEEKS SHALL FIND... AT TROIKA

Keyrings are an important advertising medium, and will remain so. Everyone has at least one bunch of keys, even in the age of touch keys, key cards and biometric entry data. And even an individual keyring lends the bunch its own look. A face, as it were. Keyrings are an important statement and an excellent advertising medium. Their constant use makes them ideal for carrying your message. Once the keyring has found its place on the bunch, it usually stays there for months, if not years. It is becoming a natural part of an individual lifestyle, and no longer a mere advertising medium.



PATENT KYR60/MC

Keyholder, round, matt chrome plated, with carabiner and 6 exchangeable rings
90 x 25 x 9 x 25 mm, 52 g
Max. logo size: 20 x 20 mm



From 100 pcs.
individual
design possible

360° WORLD TIME #KYR81-A120

"World time clock" keyring with design sticker, metal, matt chrome plated, edge stamped with numbers 1-24, with movable centre section, design WORLD TIME
Design: Michael Justus/Dekor: pinta
74 x 38 x 8 mm, 44 g
Max. logo size: 15 x 15 mm



From 600 pcs.
individual
charm possible

WELTENBUMMLER KR10-45/CH

Keyring with 3 travel charms: aeroplane, suitcase and globe, cast metal, shiny chrome plated, blue globe
Design: Anne Rieck
85 x 35 x 9 mm, 27 g
Max. logo size: 14 x 14 mm



JUMPER KYR71/DB

Keyring JUMPER, aluminium, shiny, dark blue
Design: Indigo Design Group
36 x 31 x 9 mm, 17 g
Max. logo size: 13 x 6 mm

HAVE A CHOICE



POCKET MONEY KR11-77/RD
Keyholder and coin pouch with zipper, 3 keyrings and handy opening mechanism, leather/metal, shiny chrome plated, red
Design: MurkenHansen
115 x 42 x 12 mm
Max. logo size: 20 x 8 mm



VIVA BAVARIA! KR10-80/CH
Oktoberfest keyring, with 3 typical Bavarian charms: veal sausage, pretzel and beer glass, cast metal, shiny chrome plated, blue/white
Design: TROIKA Design Werkstatt
62 x 46 x 6 mm, 22 g
Max. logo size: 18 x 6 mm



LIGHT RACER KR9-43
Keyring traditional racing car, cast metal, shiny chrome plated, with blue LED light
Design: Axel Groß
43 x 21 x 17 mm, 30 g
Max. logo size: 7 x 2 mm



KEY-CLICK KR8-02/RD
red



KEY-CLICK KR8-02/LE
black



KEY-CLICK KR8-02/BR
Keyholder leather loop, leather/metal, antique gold look, with 3 metal rings for keys and practical click-lock, brown
Design: TROIKA Design Werkstatt
100 x 30 x 7 mm, 41 g
Max. logo size: 15 x 3 mm

GOULD

FOR KINGS & QUEENS

WOULD YOU HAVE KNOWN IT?

Keyrings are classed as emotional friends. The modern talisman goes wherever you go (of course on your keyring). This is why they are amongst the best promotional items.



Engraving possible on metal plates



Our motto: Fit for a King or Queen
Keyrings for:

- ANNIVERSARIES
- SAYING THANK YOU
- INSURANCES (PRIVATE HEALTH INSURANCE, PENSIONS...)

AS A SET...

LITTLE KING & LITTLE QUEEN KR9-38/CH

Set of king and queen keyrings, metal casting, shiny chrome plated, with golden crown, packed in printed metal box with decorative embossment on box lid
Design: Indigo Design Group
120 x 90 x 23 mm, 126 g
Max. logo size: 5 x 3 mm or on metal-plate 10 x 4 mm

...OR SINGLE

LITTLE KING KR9-36/CH

Keyring king, cast metal, shiny chrome plated, with golden crown
Design: Indigo Design Group
35 x 21 x 21 mm, 27 g
Max. logo size: 5 x 3 mm or on metal-plate 10 x 4 mm

LITTLE QUEEN KR9-36/CH

Keyring queen, cast metal, shiny chrome plated, with golden crown
Design: Indigo Design Group
35 x 20 x 20 mm 23 g
Max. logo size: 5 x 3 mm or on metal-plate 10 x 4 mm



LUCKY

CHARM

GIRLS BEST FRIENDS "PIG"

KR11-34/CH

Keyring lucky pig, cast metal, shiny chrome plated

Design: Anne Rieck

46 x 34 x 6 mm, 32 g

Max. logo size: 18 x 10 mm

MADE WITH

SWAROVSKI® ELEMENTS



GIRLS BEST FRIENDS "CLOVER"

KR9-30/CH

Keyring four-leaf clover, cast metal, shiny chrome plated, made with SWAROVSKI ELEMENTS

Design: Anne Rieck

75 x 40 x 4 mm, 36 g

Max. logo size: 25 x 10 mm

MADE WITH

SWAROVSKI® ELEMENTS



From 100 pcs. engraving free of charge

GLÜCKSBRINGER KR12-12/CH

XL keyring with 3 charms: chimney sweep, fly agaric and clover leaf, cast metal, shiny chrome plated, XL ring engraved with "Luck" in different languages

Design: Anne Rieck

108 x 45 x 11 mm, 36 g

Max. logo size: 15 x 6 mm



INSERT - TWIST -



TWISTER TWIST

Men like the TWISTER twist, and it is gentle on women's fingernails.

MAKE YOUR LIFE EASIER

Many new products promise to make your life easier. And then you tear out your hair because the instructions are poorly translated, you are put on hold by the service hotline for hours, or you have to surf Internet forums until all hours of the night. Companies who are serious about making life simple rely on intelligent, modern design that explains itself. Like the TWISTER keyring. The instructions for the classic TWISTER model with an elegant leather loop consist of exactly three words: insert - twist - secure!

With its innovative mechanism, TWISTER was awarded the coveted red dot design award in 2007.

Tip: Women in key positions love TWISTER because it is 100 per cent fingernail-friendly.



TWISTER KRG649/LE

Keyholder leather loop, made of black leather and metal, three keyrings, with "twist-lock"

Design: ding3000
94 x 28 x 17 mm, 30 g
Max. logo size: 15 x 8 mm

SECURE: TWISTER



www.troika.org/video



TWISTER ANTIK
KRG649/BR
antique gold look



TWISTER RED
KRG632/LE
red outside / black inside



TWISTER RED PEPPER
KRG642/LE
black outside / red inside



TWISTER BLUE
KRG638/BB
blue outside / brown inside



TWISTER BLUE CANYON
KRG648/BB
brown outside / blue inside

NEW YEAR'S GREETINGS FOR THE CREW

THE STORY

Ecofly Airlines, a specialist in top-class passenger flights in Europe, was back in the black in 2010 after experiencing a rough period as a result of the financial crisis. According to company management, the commitment of the Ecofly aircraft personnel was a major part of the reason. Ecofly wanted to thank the entire crew for this spectacular turnaround with a special gift at the beginning of 2011.

THE MEDIUM

The company chose a modern lifestyle accessory from TROIKA. The TWISTER keyring contains an innovative twist closure, which Ecofly management considered the perfect symbol for the turnaround. Produced in high-quality leather and metal, it appeals to men and women alike. And you do not endanger your fingernails when replacing a key.

BEST PRACTICE

ENGRAVING FREE OF CHARGE



YOUR ADVANTAGE FOR BUDGET PLANNING AND COST CONTROL:

TROIKA works with contemporary design and without hidden costs! TROIKA offers style, quality and starting now, even more service from our specialists in promotional items at an ALL INCLUSIVE price.

This service comes with EVERY engravable model from our exclusive TROIKA-collection for ambitious men. Be surprised by our new innovations. Our in-house product development team sets new standards- through cooperation with international designers instead of familiar standard merchandise. And our professional sales team offers rapid completion of your orders!

ALL INCLUSIVE*

IS VALID FOR:

// all engravable products
for 100 pcs and more

ALL INCLUSIVE*

PRICES CONTAIN:

// Costs for the selected item
// Set-up charge for your motive / logo
// 1 engraving per item or 1
individual name engraving
// 1 approval sample in advance

REQUIRED LOGO:

// vectorized EPS-file (black & white)



NAME ENGRAVING

THIS IS HOW A PRODUCT TURNS INTO A PERSONALISED "MUST-HAVE"

To see your own name on a credit card case or keyring is a pleasure for anyone. As we normally only personalise extremely expensive, handmade products with someone's name, this special touch is very effective.

A DECISION MADE IN 1.8 SECONDS

The use of a person's name is very powerful. If you address someone with their name, they tend to listen more carefully. If someone reads their name, they are likely to read on. This is the classical 1.8 second decision. In this short period of time the brain decides whether to be interested in a matter or not.

ALL INCLUSIVE*

IS VALID FOR:

// all engravable products
for 100 pcs and more

ALL INCLUSIVE*

PRICE INCLUDE:

// Costs for the selected item
// 1 individual name engraving
per item
// 1 sample for approval
in advance



ADDITIONAL INFORMATION

Colour images may vary from the product due to printing quality. Laser engraving may look different on real product due to technical variations.

SAMPLES

We are pleased to send our TROIKA products on request. We do however hope you understand that this can only be done on an invoice basis, i.e. net price plus freight costs. Samples shall be regarded as close examples of the items in terms of quality, dimensions, weight & colour.

OVER OR UNDER-DELIVERY

Due to production and technical rea-

sons, an over or under-delivery of up to 10 % cannot be ruled out. Only the actual amount delivered will be invoiced.

QUALITY OF THE GOODS

Variance in appearance of products and goods may occur for example due to natural markings in leather or colour deviations of +/- 10 %. Size differences of up to 0.1 mm with prints, negligible deviation of colours and contours depending on the kind of material and the covering, as well as slight deviations of up to 0.1 mm with engravings and prints from one produced item to

the next (one order) shall be regarded as being in accordance with the contract.

DELIVERIES

Our deliveries shall be done, should it not be otherwise arranged, via UPS Standard and will be calculated according to the UPS pricelist. Back orders shall be dispatched without additional freight costs.

> Please note our general terms and conditions. We would be glad to send these to you on demand.

> We can send you the pricelist for our additional services (engraving, print) if desired.



Packing examples

IMPRINT

EDITOR

TROIKA Germany GmbH,
Liudger Böll

LAYOUT

pinta | Gestaltung & Kommunikation

TEXT

Ulrich Wergen

PHOTOS

Fotostudio Ketz
istockphoto.com, fotolia.de

PRINT

Flyeralarm, Würzburg

The brands / company identifications shown here are examples used for the demonstration of imprinting and engraving done on customers' orders. They are not used by TROIKA. Use, reproduction, and re-printing of these products and images only with the expressed written permission of the publisher.

EVEN IF YOU PREFER ORDINARY CUFFS,
Mr ELEGANT IS THE CUFFLINK FOR YOU!

Mr ELEGANT RACER KR12-70/LE

Cufflink keyholder, black leather loop with metal ring for keys and a cufflink closure, motif: Racing car

Design: ding3000
110 x 35 x 22 mm, 24 g

More information:

www.troika.org/mrelegant/e

