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# ADD THE **MAGIC TOUCH** TO YOUR CAMPAIGN!



## Magic<sup>x</sup> **ELLIPSE** **NEW**

A new shape that will enrich the Magic Concepts® family, the Tile intrigues & entertains those who see it, directing the attention to your message.

Size: 42 x 70 x 115mm



## Magic<sup>x</sup> **TILE** **NEW**

Precise and Elegant, the Magic Tile is a tool that will delight hands and allow you to create detailed campaigns thanks to its large and even surface.

Size: 83 x 83 x 41mm



# 7 THINGS, YOU SHOULD KNOW ABOUT THE EFFECTIVENESS OF MAGIC CONCEPTS®

01



## MULTI-SENSORY BOOST

Touch, click, see. These mutually reinforcing perception channels increase the neural activity of the user's brain by up to 1000%. Every time the user folds the cube, it increases message perception and retention.

02



## MANYFOLD OPTIONS

The Magic Concepts® cube offers plenty of design options. It can present products, act as a calendar and generate curiosity as a mailshot supplement. But it can also tell stories, serve as an invitation, communicate values and express gratitude.

03



## PLAYFULLY GRASPING THE MEANING

The desire to play and focus attention generates positive emotions, openness and the willingness to get involved in something. Users understand your message more quickly and remember it more positively.

04



## GENERATING DESIRE

The endowment effect creates a desire for possession. Scientific studies reveal that physical interaction with an object increases appreciation. The user makes your message their own and 'takes possession of it'.

05



## THE MULTIPLIER EFFECT

Anyone who has a folding cube likes to show it to colleagues and friends. People pass it around and talk about it, indirectly spreading your message through personal recommendation.

06



## LASTING IMPACT

A Magic Concepts® product boasts an exceptionally high retention period in the field of view of its owner, who likes to hold it and play with it time and again. In the case of a Magic Concepts® calendar, this period is at least 12 months and usually even longer.

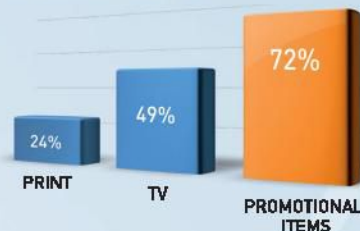
07

## RADIATING EFFECT

The Magic Concepts® cube represents a source of brand interaction that has earned its name. Its high-precision manufacture and high-quality appearance communicate the quality of your brand to users. The desire to play and explore ensures 100% attention and intensive interaction with your message.

## UNAIDED RECALL

BY ADVERTISEMENT TYPE



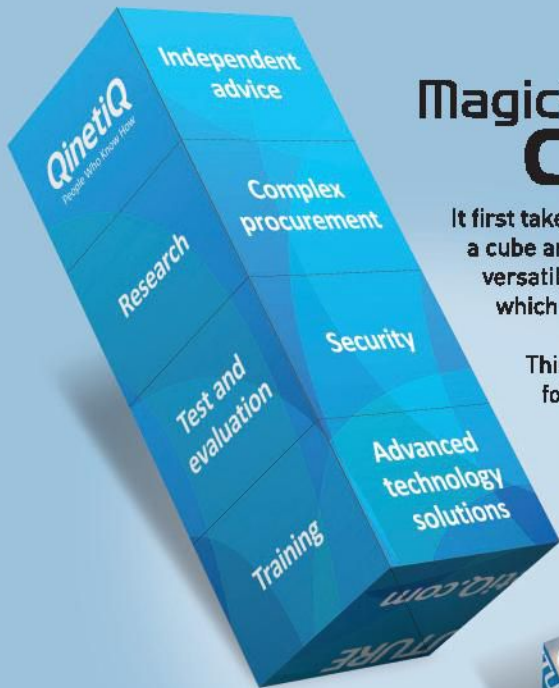
\* Advernomics 2005, comparative study of advertising efficacy

**Perceived precision:**  
the patented magnet system with a soft click ensures the perfect fit.

**Experienced dramaturgy:**  
the message unfolds before the user's very eyes.

**Perfect design:**  
the patented stand element transforms the Magic Concepts® cube into a small sculpture on the desk.



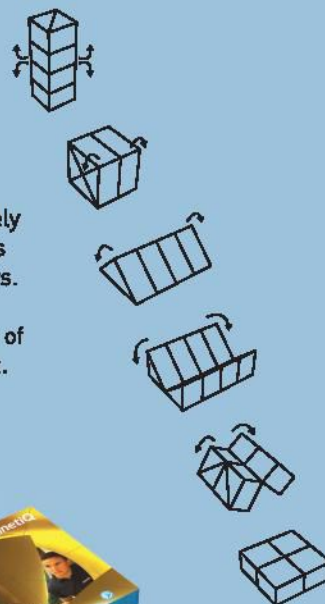


# Magic<sup>×</sup> CRYSTAL

It first takes the shape of a pillar, then a rectangle, a cube and a calendar. The Magic Crystal is extremely versatile, consisting of several connected triangles which can be folded in seemingly impossible ways.

This quick-change artist has perfected the art of folding – a true delight for any finger acrobat.

Size: 86 x 86 x 30mm



**Magic<sup>×</sup> Concepts**  
AMAZING MEDIA

# Magic<sup>×</sup> ORBIT

Roll of film, tyre or ice hockey puck ... The Magic Orbit is well rounded in its communication and gets ideas flowing in the right direction.

Size: ø103 x 28.7mm





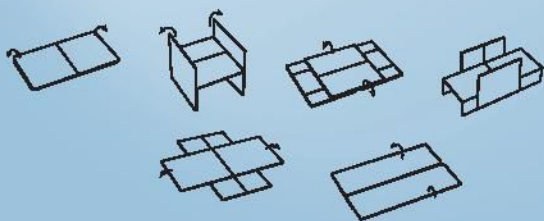
## Magic<sup>x</sup> CARD 160

MAILING  
BOOSTER

The first Magic concepts® product to fit regular envelope and an ideal mailshot supplement or 3D sales aid.

The high perception-value and tangible-feel is an incentive to keep the card, while the playful folding mechanism engages the recipient to keep it long after it is received.

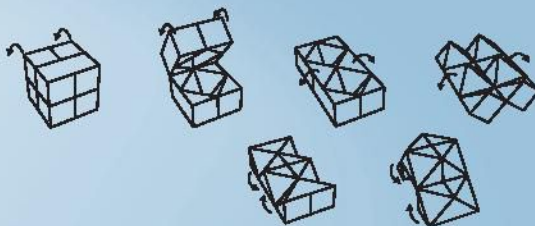
Size: 160 x 100 x 2mm



## Magic<sup>x</sup> DIAMOND

The Magic Diamond appears to be your run-of-the-mill Magic Cube at first glance. It's only when touched that it reveals its surprising characteristics and communicative brilliance.

2 sizes: 50 x 50 x 50mm, 70 x 70 x 70mm





## Magic<sup>×</sup> CUBE<sup>®</sup>

When folded, images on the Magic Cube<sup>®</sup> coincide with images and text with text in a seemingly endless procession. Whether for a product launch, as a 3D brochure, invitation or calendar, you'll never want to put it down. The magic of the cube captivates one and all.

Available with up to 48 surfaces to present your design.

6 sizes: 50, 60, 70, 75, 82 and 126mm



## Magic<sup>×</sup> CAN

The Magic Can is one of the highlights of the Magic Concepts<sup>®</sup> portfolio and fuels your desire to play. How would you like to astonish your customers? The Magic Can promotes a folding bonanza with lots of new views and insights. Sometimes angular, sometimes round – the folding possibilities are exciting and an intellectual treat.

2 sizes: ø50 x 90mm, ø65 x 115mm



# Magic<sup>x</sup> SQUARE 150

MAILING  
BOOSTER



Because of its flat shape, the Magic Square is the ideal mailshot supplement. Its speciality is telling stories. First it shows general information on its large surfaces, which when folded become smaller and more numerous, revealing the details.

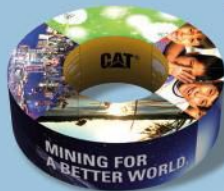
Size: 150 x 150 x 2mm



## THE RIGHT SHAPE FOR EVERY MESSAGE!

Let yourself be inspired and discover the wide variety of MagicConcepts®

Magic<sup>x</sup>  
RING



Magic<sup>x</sup>  
PILL



Magic<sup>x</sup>  
TRIANGLE



Magic<sup>x</sup>  
CONTAINER



Magic<sup>x</sup>  
FLIP



Magic<sup>x</sup>  
HOUSE XL

Magic Concepts is an internationally registered brand name.

The Magic Concepts logo/cube icon testifies the authenticity of the product.

Logo and art in this catalogue are for illustrative purposes only and will not be sold without authorization from the owner.



## ENDLESS APPLICATIONS

Magic Concepts® combines the communication strength of a promotional item with the depth of information of a print medium, creating a whole host of options.

SALES AID

3D BROCHURE

INTERNAL COMMUNICATION

3D MENU

MAILING BOOSTER

TRADE FAIR INVITATION

CALENDAR

SWEEPSTAKE PUZZLE

PROMOTIONAL GIFT



## PRINTING OPTIONS

A manifold options are available to perfectly present your Magic Concepts® product, and increase the impact of your message. We can offer several combinations of Matt/Shinny finishes, spot UV highlights or even Metallic effects.

Our experienced designers will help you with the concept and design of your Magic Concepts® message. Take advantage of the expertise they have gained through thousands of projects to make the most of your campaign.

