

# EUROPE MATCH

passion for fire



Cricket

# MATCHES

ECO-SENSITIVE PRODUCTS  
FOR EVERYONE!

**NO OTHER ADVERTISING MEDIUM HAS GOT SUCH HIGH UTILITY VALUE, WITH UN-BEATABLE LOW PRICE PER ADVERTISING CONTACT, AS MATCHES HAVE. MAKE YOUR CHOICE BETWEEN A VARIOUS NUMBER OF LOW PRICE STANDARD PRODUCTS AND SELECTED FORMATS, SHAPES AND DECORS. OR TAKE THE OPPORTUNITY AND ASK OUR PROFESSIONAL TEAM FOR A PERSONAL CONCEPT FOR YOUR COMPANY. WE SHOW YOU UNKNOWN AND UNEXPECTED POSSIBILITIES FOR THIS ADVERTISING MEDIUM. OUR OWN CAD-DEPARTMENT REALISES IDEAS BY MEANS OF VISUAL AND HAPTIC PLOTTER SAMPLES. EVEN OUR ENVIRONMENT BENEFITS FROM THE ADVERTISING MEDIUM MATCH. ALL COMPONENTS ARE BIODEGRADABLE AND ADVERTISING MATCHES ARE PART OF THE FAMILY OF ENVIRONMENTAL FRIENDLY ADVERTISING PRODUCTS. YOU CAN OBTAIN ADVERTISING MATCHES PRODUCED WITH FSC® CERTIFICATED MATERIAL ON DEMAND. PLEASE FEEL FREE TO ASK YOUR ADVISER.**



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## BX1

Size: 56 x 24 x 7 mm  
 Stick number: av. 11  
 Splint size: 47 mm  
 Striker surface: one side  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



## BX6

Size: 56 x 17 x 17 mm  
 Stick number: av. 20  
 Splint size: 47 mm  
 Striker surface: one side  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



## 5H

Size: 53 x 36 x 12,5 mm  
 Stick number: av. 38  
 Splint size: 43 mm  
 Striker surface: one side  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



## BMS20

Size: 50 x 39,5 x 8 mm  
 Stick number: 20  
 Splint size: combs (2 rows of 10)  
 Striker surface: front or backside  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



## BX5

Size: 56 x 47 x 7 mm  
 Stick number: av. 24  
 Splint size: 47 mm  
 Striker surface: one side  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



## BMJ20

Size: 50 x 53 x 5 mm  
 Stick number: 20  
 Splint size: combs (2 rows of 10)  
 Striker surface: front or backside  
 Standard finishing: uv  
 Head colors: red, blue, green, yellow, white



**MATCHES**

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# RETAIL MATCHES

CONSUMER PRODUCTS  
– FROM SMALL TO BIG



# SUPERMARKET



PRIVATE LABEL

OWN BRAND

**MATCHES**

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### BR610

Size: Ø 60 mm  
Stick number: 10  
Splint size: comb (1 row of 10)  
Striker surface: front  
Standard finishing: uv  
Head colors: red, blue, green, yellow, white



### CREDIT CARD

Size: 55 x 86 mm  
Stick number: 30  
Splint size: combs (2 rows of 15)  
Striker surface: front  
Standard finishing: uv  
Head colors: red, blue, green, yellow, white



### BR720

Size: Ø 72 mm  
Stick number: 20  
Splint size: combs (2 rows of 10)  
Striker surface: front  
Standard finishing: uv  
Head colors: red, blue, green, yellow, white



### BX2W

Size: 112 x 27 x 10 mm  
Stick number: av. 11  
Splint size: 94 mm  
Striker surface: one side  
Standard finishing: uv  
Head colors: red, blue, green, black, white, brown



### BOOK SHAPE

Size: 55 x 71 mm  
Stick number: 20  
Splint size: combs (2 rows of 10)  
Striker surface: front  
Standard finishing: uv  
Head colors: red, blue, green, yellow, white



### BX3W

Size: 104 x 36 x 15 mm  
Stick number: av. 19  
Splint size: 94 mm  
Striker surface: one side  
Standard finishing: uv  
Head colors: red, blue, green, black, white, brown



## MATCHES

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### BX8L

Size:	110 x 36 x 12,5 mm
Stick number:	av. 15
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



### BX12

Size:	112 x 17 x 17 mm
Stick number:	av. 12
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



### BX22

Size:	114 x 22 x 22 mm
Stick number:	av. 20
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



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## ARGUMENTS FOR ADVERTISING MATCHES

**High contact frequency** – each single match is a recurrent eye contact for your advertising message.

**Optimal design potential** – by offset printing and additional options of finishing, by hot foil printing or partial uv lac and embossing.

**Widespread distribution** due to low price per piece.

**No losses in spread** due to distribution directly into the desired target group.

**Long-lasting effect** – nobody destroys the box or book until the last match hasn't been used.

**High utility value** – because of permanent need of lights for candles, fireplace, grill, oven, cigarettes, cigars, pipes...

**Interesting for non smoker as well**, because 95% of all smokers use a lighter.

**High sentimental value** compared to ads, tv or radio spots.

**Large range of distribution areas** – e.g. hotels, restaurants, taxi, fairs, promotion, mailings, sales staff.

**Environmentally friendly**, because all components can be recycled and are biodegradable.

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### 22B

Size:	110 x 64 x 19,5 mm
Stick number:	av. 45
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



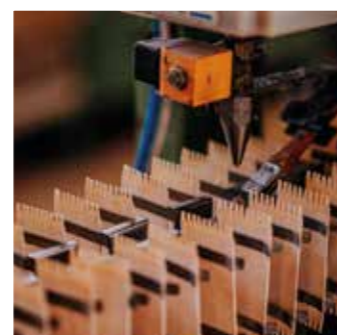
### 22BF

Size:	104 x 55 x 9 mm
Stick number:	av. 20
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



### 22C

Size:	110 x 64 x 14,5 mm
Stick number:	av. 35
Splint size:	94 mm
Striker surface:	one side
Standard finishing:	uv
Head colors:	red, blue, green, black, white, brown



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### DRUM M

Size:	110 x Ø 39,8 mm
Stick number:	av. 45
Splint size:	94 mm
Striker surface:	bottom
Standard finishing:	varnish shiny or matt
Head colors:	red, blue, green, black, white, brown



### DRUM L

Size:	215 x Ø 51,5 mm
Stick number:	av. 68
Splint size:	200 mm
Striker surface:	bottom
Standard finishing:	varnish shiny or matt
Head colors:	red, blue, green, black, white, brown



## MATCHES

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### DRUM M GOLD/SILVER

Size:	110 x Ø 39,8 mm
Stick number:	av. 45
Splint size:	94 mm
Striker surface:	bottom
Standard finishing:	structured cardboard in black, red or white
Head colors:	red, blue, green, black, white, brown



### DRUM L GOLD/SILVER

Size:	215 x Ø 51,5 mm
Stick number:	av. 68
Splint size:	200 mm
Striker surface:	bottom
Standard finishing:	structured cardboard in black, red or white
Head colors:	red, blue, green, black, white, brown



# THINK TANK

Everything is possible in terms of shape, color, size and finishing – realize your own “fiery idea” and your very own “burning thing”.



Let our experienced team advise you about extraordinary possibilities and how you can use this creative medium effectively.

And the best: All from our own production – Made in EU!

Safe, reliable, environmentally friendly, fast!



# MATCHES

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## 44L

Size: 220 x 64 x 18 mm  
Stick number: av. 40  
Splint size: 200 mm  
Striker surface: one side  
Standard finishing: uv  
Head colors: red, blue, green, black, white, brown



## 44LS

Size: 218 x 32 x 19 mm  
Stick number: av. 15  
Splint size: 200 mm  
Striker surface: one side  
Standard finishing: uv  
Head colors: red, blue, green, black, white, brown



## QUADRATO

Size: 107 x 105 x 18 mm  
Stick number: av. 60  
Splint size: 94 mm  
Striker surface: one side  
Standard finishing: uv  
Head colors: red, blue, green, black, white, brown



LIGHT BULB

GLASS CON

BOTTLE MIDI

GLASS CORK

BOTTLE MINI

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!

# Cricket

EVERY DAY THERE IS A NEED OF MILLION TIMES OF FIRE ALL AROUND THE WORLD. THIS OFFERS THE OPPORTUNITY TO PLACE THE ADVERTISING MESSAGE FOR A PRODUCT, A SERVICE OR A COMPANY IN THE SPOTLIGHT OF THE USER.



## CRICKET LIGHTERS

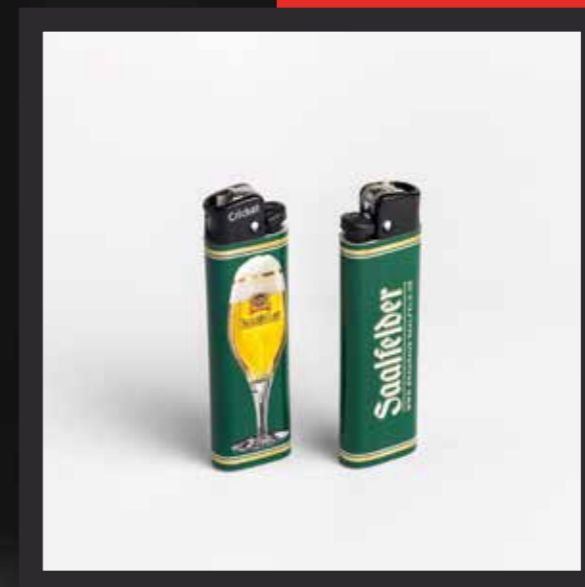
CONFIDENCE OF HIGHEST QUALITY AND SAFETY!

ALMOST UNLIMITED POSSIBILITIES OF USE MAKE LIGHTERS TO A LONG RUNNER IN THE ADVERTISING. ACTUAL PRINTING AND FINISHING METHODS GIVES THE LIGHTERS AN UNIQUE DESIGN AND GUARANTEE A SUCCESSFUL BRAND PERFORMANCE.

THE BRAND CRICKET STAYS FOR HIGHEST QUALITY AND SAFETY IN THE SEGMENT OF ADVERTISING LIGHTERS. INNOVATIVE, FASHIONABLE DESIGN IN COMBINATION WITH RIPENED TECHNIQUE MAKE CRICKET LIGHTERS TO A MUST IN THE MARKETING MIX.

THE SMOOTH FLINT-WHEEL IGNITION, THE RELIABLE PIEZO MECHANISM AND USER-FRIENDLY CHILD RESISTANT SYSTEMS ARE FEATURES OF THIS BRAND LIGHTERS. TANKS MADE OF NON-FLAMMABLE, SELF-EXTINGUISHING NYLON AND THE FIXED-FLAME-SYSTEM CARE ABOUT ABSOLUTELY SAFETY OF THE USER.

CRICKET LIGHTERS CAN BE PRINTED ON ALL 4 SIDES. WITH DIGITAL SLEEVE AND WRAPPING YOU GET A 360° EFFECT OF YOUR ADVERTISING. ON TOP OF A LARGE RANGE OF STANDARD BODY COLOURS THE LIGHTERS CAN BE PRODUCED IN NEARLY ALL PMS COLOURS.



## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET ORIGINAL

Size:	22 x 78 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm
Weight:	7,3 kg
Printing area:	A-side and B-Side: 13 x 57 mm Small sides: 6 x 55 mm



### CRICKET ORIGINAL METAL

Size:	22 x 78 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm
Weight:	7,3 kg
Printing area:	A-side and B-Side: 13 x 57 mm Small sides: 6 x 55 mm

## CRICKET LIGHTERS

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### CRICKET MINI

Size:	22 x 58 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	340 x 276 x 124 mm
Weight:	5,6 kg
Printing area:	A-side and B-Side: 13 x 40 mm Small sides: 6 x 37 mm

### CRICKET MAXI

Size:	22 x 81 x 13 mm
Standard packaging:	20 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	353 x 290 x 230 mm
Weight:	8,4 kg
Printing area:	A-side and B-side: 14 x 57 mm Small sides: 7 x 55 mm

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET ELECTRONIC

Size:	23 x 80 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm
Weight:	8,5 kg
Printing area:	A-side and B-side: 14 x 57 mm Small sides: 6 x 55 mm



### CRICKET ELECTRONIC POCKET

Size:	23 x 60 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	340 x 276 x 124 mm
Weight:	6,6 kg
Printing area:	A-side and B-side: 13 x 40mm Small sides: 6 x 37 mm

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET ELECTRONIC/POCKET ALLWHITE

Size:	23 x 80 x 10 mm / 23 x 60 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm / 340 x 276 x 124 mm
Weight:	8,5 kg / 6,6 kg
Printing area:	A-side and B-side: 14 x 57 mm / 13 x 40mm Small sides: 6 x 55 mm / 6 x 37mm

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET PLATINUM

Size:	22 x 78 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	459 x 94 x 342 mm
Weight:	7,3 kg
Printing area:	A-side and B-Side: 13 x 57 mm Small sides: 6 x 55 mm

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET ELECTRONIC FLUO

Size:	23 x 80 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	459 x 94 x 342 mm
Weight:	8,5 kg
Printing area:	A-side and B-side: 14 x 57 mm Small sides: 6 x 55 mm



### CRICKET ORIGINAL FLUO

Size:	22 x 78 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	459 x 94 x 342 mm
Weight:	7,3 kg
Printing area:	A-side and B-Side: 13 x 57 mm Small sides: 6 x 55 mm



### CRICKET MINI FLUO

Size:	22 x 58 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton	340 x 276 x 124 mm
Weight:	5,6 kg
Printing area:	A-side and B-Side: 13 x 40 mm Small sides: 6 x 37 mm

## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### CRICKET FUSION

Size:	22 x 78 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm
Weight:	7,3 kg
Printing area:	A-side and B-Side: 13 x 57 mm Small sides: 6 x 55 mm



**ECO 100%  
RECYCLED**



### CRICKET ELECTRONIC FROSTED

Size:	23 x 80 x 10 mm
Standard packaging:	25 lighters per bulk tray
Content shipping carton:	500
Size of shipping carton:	459 x 94 x 342 mm
Weight:	8,5 kg
Printing area:	A-side and B-side: 14 x 57 mm Small sides: 6 x 55 mm

## CRICKET LIGHTERS

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## CRICKET LIGHTERS

CONFIDENCE OF HIGHEST QUALITY AND SAFETY!



### QUALITY

- ISO 9001, ISO 9994, GS certified
- Reliable operation of flint wheel and piezo mechanism
- More than 60 quality checks during production process
- Made in EU (The Netherlands), except Maxi/Maxi Metal (Philippines)

### SAFETY

- User friendly child resistant systems
- Lighters made of non-flammable, self-extinguishing nylon
- Fixed Flame System to avoid dangerous tall flames
- Heat resistant to temperatures exceeding 65° Celsius
- Tight closing valves prevent permanent loss of gas

### DESIGN

- Fashionable, slim design in many trendy colours
- Special body colours available from 50.000 pieces
- Special colours of caps and levers on request

### CREATIVITY AND VARIETY

- Screen and tampon printing on all 4 sides
- 360° motive by digital sleeve
- 360° motive by wrapping

### ECONOMICAL

- Cricket lighters contain two or three times more gas than lighters without nylon bodies



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