





branding, which touches

Our Mission

To assist you with emotional "stories to touch" with your perfect branding, that's our job! With each match, that inflames – with each "click" of a Cricket lighter we create a piece of sympathy and recognition for your brand. True to the motto: "A mighty flame arises from many tiny sparks". We would like to inspire you! With ideas, best practice examples and individual 3D patterns. We do not offer you products only, but emotional concepts for dissemination of messages, with which you can generate high number of contacts inexpensively.

Our quality

Only a first-class product can leave a first class impression on your target group. We are aware of it and we take it very seriously. Therefore, we only select environmentally friendly raw materials. Our products pass through numerous quality checks during the production process. Independent compliance audits, eco and seals of approval as EN 1783, FSC, ISO 9001, ISO 9994 and GS ensure that you get a safe, environmentally responsible and reliable product that deserves to carry your brand message.

Our specialists in the design and development departments continuously develop new products, improve processes and methods. Our consulting teams are in close contact with the central office so that your opinion and criticism directly affects our innovations. Because we believe in customer focus as overall entrepreneurial approach and in the fact that a step forward is always a step in the right direction.

Preface Europe Match

Dear customers!

So fast it can go: Yesterday was told the match is before an early end – today it is more alive than ever. Especially when it is about achieving a high range and frequency of contacts with your advertising message in a costefficient way. Because everyone needs fire! It is part of the celebrations, enjoy and a beautiful atmosphere. Hardly a household without lighter or matchbox. This makes them both to the omnipresent advertising media that surround your target group in the most important and most beautiful moments of life: the grill party with friends, the festive table with candlelight, the cozy get-together by the fire, the sparkler at New Year's Eve,



the birthday cake, a nice atmosphere creating with scented candles, fire bowls and co. – everywhere needed and used: Fire!

Only few media are as low priced, get so close to a wide audience.

And these everyday companions are everything but boring. With a bit of imagination a book match or a lighter become an original brand ambassador. Countless design options ensure that your creativity can be limitless. And what makes us really hot - put your craziest ideas in fiery advertising. Our 3D design department is eager to implement individual designs for you. But our product designers have done their homework as well: elegant shapes, rocking fusion effects, bitchy colours, cool matt looks and glamourous metallics ensure that finally lighters and matches get rid of their boring image. New designs and colour schemes provide a stylish makeover! Let yourself be inspired.

Your Europe Match

Management

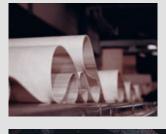
Anja Herzog

Rainer Thomas

IT'S A PERFECT MATCH

TRADITION MEETS EMOTION

The synonym for fire? That's clear: matches! They are the core of our quality brand Europe Match. And a long tradition is related to them. Already around 950 before Christ the first precursor had been developed. At that time it was a more daring way to inflame fire because the in sulfur soaked pine sticks became inflamed at the slightest movement. No comparison to today's safety matches!











Throughout history alchemists, inventors and chemists had been advancing the wooden sticks. Finally Rudolf Christian Boettger invented the so-called safety match 1848. He sold his patent to the Swedish match industry. The Swedish "Zündholzkönig" Ivar Kreuger founded the Swedish concern which had held the match monopoly in Germany up to 1983. The today's Europe Match GmbH was the outcome of this concern, founded in

2006 by the long-standing top managers Rainer Thomas, Anja Herzog and their companions. They acquired, inter alia, the production facility in Szeged (Hungary), and thereby more than 150 years of experience in match production. Here 1,5 million match boxes and book matches are produced daily. That is about 45 million matches per day.



Emotion comes from Motion!

In 10 years, Europe Match has managed to have a traditional production grown into a successful think tank, which offers its customers emotions, attention and brand recognition for "little money". An important role is played by the 3D design department. Equipped with a CAD system, which allows to implement ideas into haptic objects by means of plotter, our creative minds develop igniting concepts for international customers. But the high level of technology and craftsmanship in our company ensures that we are particularly strong in creating specials.

Fire we make.

In order to be sure that our finished products do a good job for you until the end, they go through numerous quality checks throughout the production process. And above all, they are sustainably and environmentally friendly produced! Our matches are 100 % ecologically degradable. The ignition heads are non-toxic, the sticks of fast growing aspen and poplar, especially grown for this usage. We offer solid jobs and fair working conditions. And the same standards are also set in the production of the lighter brand Cricket.









Match Boxes elegance



Weight: 6 kg

Carton size: 385 x 280 x 225 mm

Match Boxes elegance



Elegance BX5

Size: 56 x 47 x 7 mm

Sticks number: av. 22 pieces (47 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 50 pieces per caddy Content shipping carton: 1.250 pieces Minimum order quantity: 5.000 pieces

Weight: 9 kg

Carton size: 600 x 295 x 210 mm

Elegance BX1

Size: 56 x 24 x 7 mm

Sticks number: av. 11 pieces (47 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 100 pieces per caddy Content shipping carton: 5.000 pieces Minimum order quantity: 5.000 pieces

Weight: 17 kg

Carton size: 600 x 450 x 260 mm

Match Boxes

geometric















Other head colours on request

Geometric BX6

Size: 56 x 17 x 17 mm

Sticks number: ca. 20 pieces (47 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 100 pieces per caddy Content shipping carton: 2.500 pieces Minimum order quantity: 5.000 pieces

Weight: 13 kg

Carton size: 485 x 380 x 300 mm

Geometric BXT

Size: 56 x 24 x 24 x 24 mm

Sticks number: ca. 20 pieces (47 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 25 pieces per caddy Content shipping carton: 1.000 pieces Minimum order quantity: 5.000 pieces

Weight: 5,25 kg

Carton size: 395 x 232 x 240 mm

Match Boxes drum





Drum MS 4 colour printing as series Must-have for extra-hot
branding: the Drum MS!
Promotion without match
box? Unthinkable! The cool,
urban and attractive
Drum MS is an ideal partner
for your stylish brand
message. So request our
template and - ready to rock!

Drum MS

Size: 63 x Ø 39,8 mm

Sticks number: av. 88 pieces (47 mm) Striker surface: on the bottom Finishing: varnish matt or glossy Packaging: 14 pieces per caddy Content shipping carton: 140 pieces Minimum order quantity: 500 pieces

Weight: 4 kg

Carton size: 420 x 235 x 208 mm

MIDI



Midi BX22

Size: 114 x 22 x 22 mm

Sticks number: av. 20 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 24 pieces per caddy Content shipping carton: 480 pieces Minimum order quantity: 500 pieces

Weight: 7 kg

Carton size: 620 x 383 x 185 mm

Midi BX3W

Size: 104 x 36 x 15 mm

Sticks number: av. 19 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 25 pieces per caddy Content shipping carton: 500 pieces Minimum order quantity: 500 pieces

Weight: 9,4 kg

Carton size: 620 x 383 x 185 mm

AND, BABY, YOU'VE GOT WHAT IT TAKES.

Midi BX2W 2-colour printing





Shining Star! Who is still thinking, matches are old school, does not know these elegant boxes with long matches. Trendsetters put on the new essential and use it – up and down! The best on it? They are super chic and super convenient – even if you have no fire place!

Blue



Brown





Black







Green

Other head colours on request

Midi BX12

Size: 112 x 17 x 17 mm

Sticks number: av. 12 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 40 pieces per caddy Content shipping carton: 800 pieces Minimum order quantity: 500 pieces

Weight: 8 kg

Carton size: 613 x 380 x 172 mm

Midi BX2W

Size: 112 x 27 x 10 mm

Sticks number: av. 11 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 50 pieces per caddy Content shipping carton: 1.000 pieces Minimum order quantity: 500 pieces

Weight: 10,1 kg

Carton size: 620 x 383 x 185 mm

But now when you turn the lamp down low



Midi BX8L

Size: 110 x 36 x 12,5 mm

Sticks number: av. 15 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 30 pieces per caddy Content shipping carton: 600 pieces Minimum order quantity: 500 pieces

Weight: 6,6 kg

Carton size: 630 x 383 x 185 mm

Midi 22B

Size: 110 x 64 x 19,5 mm

Sticks number: av. 45 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 10 pieces per caddy Content shipping carton: 120 pieces Minimum order quantity: 500 pieces

Weight: 4,45 kg

Carton size: 425 x 220 x 250 mm



Midi 22BF

Size: 104 x 55 x 9 mm

Sticks number: av. 20 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 25 pieces per caddy Content shipping carton: 500 pieces Minimum order quantity: 500 pieces

Weight: 9,1 kg

Carton size: 620 x 383 x 185 mm

Midi 22C

Size: 110 x 64 x 14,5 mm

Sticks number: av. 35 pieces (94 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 15 pieces per caddy Content shipping carton: 150 pieces Minimum order quantity: 500 pieces

Weight: 5 kg

Carton size: 260 x 370 x 280 mm

extra long "branding"!



Maxi 44L

Size: 220 x 64 x 18 mm

Sticks number: av. 40 pieces (200 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 10 pieces shrink-wrapped Content shipping carton: 100 pieces Minimum order quantity: 500 pieces

Weight: 7,4 kg

Carton size: 675 x 210 x 230 mm

Maxi 44LS

Size: 218 x 32 x 19 mm

Sticks number: av. 15 pieces (200 mm)

Finishing: UV lac standard, various possibilities on request Packaging: 12 pieces per caddy Content shipping carton: 120 pieces Minimum order quantity: 500 pieces

Weight: 3,8 kg

Carton size: 260 x 370 x 280 mm

Drum M

Size: 113 x Ø 39,8 mm

Sticks number: av. 45 pieces(94 mm) Striker surface: on the bottom Finishing: varnish matt or glossy Packaging: 12 pieces per caddy Content shipping carton: 180 pieces Minimum order quantity: 500 pieces

Weight: 7,95 kg

Carton size: 630 x 383 x 185 mm



Book Matches shapes



Book Matches shapes



Round Shape BR720S

Size: Ø 72 x 5 mm

Sticks number: 2 rows of 10 pieces

Striker surface: front side
Finishing: UV lac standard,
various possibilities on request
Packaging: 50 pieces per caddy
Content shipping carton: 1.000 pieces
Minimum order quantity: 2.500 pieces

Weight: 5,4 kg

Carton size: 395 x 298 x 245 mm

Book Shape

Size: $55 \times 71 \times 5 \text{ mm}$

Sticks number: 2 rows of 10 pieces
Striker surface: front side
Finishing: UV lac standard,
various possibilities on request
Packaging: 90 pieces per caddy
Content shipping carton: 900 pieces
Minimum order quantity: 5.000 pieces

Weight: 5,1 kg

Carton size: 260 x 370 x 280 mm

Credit Card Shape

Size: 86 x 55 x 5 mm

Sticks number: 2 rows of 15 pieces

Striker surface: front side
Finishing: UV lac standard,
various possibilities on request
Packaging: 50 pieces per caddy
Content shipping carton: 2.500 pieces
Minimum order quantity: 5.000 pieces

Weight: 22 kg

Carton size: 595 x 295 x 415 mm

Book Matches You **CLASSIC BEST** my days PRICE! FRAME Classic BMS20 4-colour printing SAY CHEESE! FONDUE SAISON Classic BMJ40 4/1-colour printing Classic BMJ20 4/1-colour printing



Blue











Other head colours on request



Classic BMS20

Size: 39,5 x 50 x 8 mm

Sticks number: 2 rows of 10 pieces Striker surface: front or back side Finishing: UV lac standard, various possibilities on request Packaging: 100 pieces per caddy Content shipping carton: 5.000 pieces Minimum order quantity: 5.000 pieces

Weight: 19,2 kg

Carton size: 668 x 270 x 420 mm

Classic BMJ40

Size: 98 x 53 x 5 mm

Sticks number: 2 rows of 10 pieces Striker surface: front or back side Finishing: UV lac standard, various possibilities on request Packaging: 50 pieces per caddy Content shipping carton: 500 pieces Minimum order quantity: 5.000 pieces

Weight: 5,2 kg

Carton size: 420 x 215 x 290 mm

Classic BMJ20

Size: 50 x 53 x 5 mm

Sticks number: 2 rows of 10 pieces Striker surface: front or back side Finishing: UV lac standard, various possibilities on request Packaging: 100 pieces per caddy Content shipping carton: 5.000 pieces Minimum order quantity: 5.000 pieces

Weight: 24 kg

Carton size: 595 x 295 x 415 mm







Everyday more than 200 million people in 140 countries use a Cricket lighter. Why? Sure thing: With Cricket advertisers decide for a premium product that offers the highest level of quality and safety: tested according to ISO 9001, ISO 9994, GS, user-friendly child resistant system, smooth friction wheel ignition/reliable piezo ignition. More than 60 quality controls during the production process. Manufactured in the EU (The Netherlands).

Hot stuff, baby!

Outlasts about 2.000 times "click" – sensual eye contact. How? The non-flammable, self-extinguishing nylon being used is not only heat resistant up to about 65 degrees Celsius, but also allows thin-walled tanks and therefore a 2 to 3 times higher gas content in comparison with lighters made of other materials. The self-regulating flame (Fixed Flame System) and tight-closing valves (to prevent gas leakage) do the rest. Well: Let's get out of the price comparison!



Hotter! than a fantasy

Do it! Create wildly and dangerously! With our finishing options your creativity is almost limitless! Realize screen and pad printing on all four sides, 360 ° motifs by digital sleeve or wrapping. PDF templates assist in prepress and presentation.



Wrapping



Digital sleeve



Screen printing

Cricket Original **Platinum**





It's Showtime for the new metallic colours of gold, silver and copper! A full effect style mix of edgy metallic accent and glamourous motown charm. The right mix of styles – not only for premium and lifestyle brands. So it is high time for these glamour stars to get a regular place in your advertising media selection! Bright idea? Ask us for more options.

Size: 22 x 78 x 10 mm

Packaging: 25 lighters per bulk tray
Content shipping carton: 500 pieces
Minimum order quantity: 500 pieces

Printing area: front and back side: 13 x 57 mm,

small sides: 6 x 55 mm **Weight:** 7,3 kg

Carton size: 459 x 94 x 342 mm



Cap colour: Black

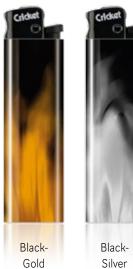
Lever colour: Black

LIKE IT OR NOT -BUT BABY, I LIKE IT HOT!

Discover gold!

Gold

Cricket Original Fusion Platinum





Cap colour: Black

Lever colour: Black

Cricket Original Mini Platinum

Cap colour:

Lever colour:

Gold

Black

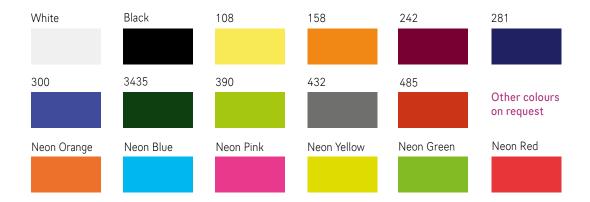


TREND **RETRO!**

Cap colour: Black

Lever colour: Black

Cricket Original ORIGINAL





If you like it even more extravagant, choose to your own special body colour. We produce it on request. Special colours for cap and lever? Also feasible! Simply ask us.



From 5.000 pieces also with white cap and white lever in the trend colours pastel! Cap colour: Black
Gold in combination
with black body
Lever colour: Black

Size: 22 x 78 x 10 mm

Packaging: 25 lighters per bulk tray Content shipping carton: 500 pieces Minimum order quantity: 500 pieces Printing area: front and back side: 13 x 57 mm, small sides: 6 x 55 mm

Weight: 7,3 kg

Carton size: 459 x 94 x 342 mm

Cricket Original Metal Lever colour: Black Cap colour: Metal **EXCELLENT REMINDER!** White Black 108 281 3435 485

Other colours on request

Cricket Mini



Cricket Fusion Candy



Cap colour: White

Lever colour: Green Yellow Pink Orange Blue **Size:** 22 x 78 x 10 mm

Packaging: 25 lighters per bulk tray Content shipping carton: 500 pieces Minimum order quantity: 5.000 pieces Printing area: front and back side: 13 x 57 mm, small sides: 6 x 55 mm

Weight: 7,3 kg

Carton size: 459 x 94 x 342 mm



Size: 22 x 78 x 10 mm

Packaging: 25 lighters per bulk tray
Content shipping carton: 500 pieces
Minimum order quantity: 500 pieces

Printing area: front and back side: 13 x 57 mm,

small sides: 6 x 55 mm

Weight: 7,3 kg

Carton size: 459 x 94 x 342 mm

Let's get coloured! Pretty in pink, surfer appeal in blue, fashionable green, hypnotising yellow or punky orange – everything is possible! The fusion of casual black and bright neon colors makes not only lots of fun, but makes your advertising message to a real eye-catcher. For good vibes and an extra portion of advertising power. Restraint was yesterday!

Cricket Electronic Frosted



Cricket Electronic

Electronic







Cricket Electronic –
Also in the trend colour Neon!

Cricket Electronic Pocket

Pocket

Oh, oh, oh I'm on fire! With hip, elegant design and stylish new colour looks advertising lighters loose the boring image. Whether for a premium provider, lifestyle brands, catering or retail - Cricket advertising lighters look damn good and are an indispensable Basic.



Other colours on request

Cricket Electronic Pocket

also in the trend colour Neon!



Size: 23 x 60 x 10 mm

Packaging: 25 lighters per bulk tray Content shipping carton: 500 pieces Minimum order quantity: 500 pieces Printing area: front and back side: 13 x 40 mm, small sides: 6 x 37 mm

Weight: 6,6 kg

Carton size: 340 x 276 x 124 mm



Next Ecotrend: Less Waste





To produce less waste as possible?

This is the motto of the zero-waste-ideology, which gets more and more fans under the young families in big European cities. In the line of the new trends: Matches from Europe Match made of recycling card board. Because they convince with a good eco balance and are 100 % biodegradable – can simply be composted. The alternative? Cricket Eco! These lighters are not only durable, but also made of recycling nylon!



EUROPE MATCH

passion for fire



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