



The clever endless folding card with a unique advertising effect.

# DESIGN INSPIRATIONS



PROMOTIONAL GIFT  
AWARD WINNER



reddot design award  
winner

# Haptic Storytelling with logoloop®



In 80% of all cases, people smile when they hold logoloop® in their hands - and incidentally get your advertising message. The (age-old) secret to success is grasp, in the most literal sense of the word. logoloop® amazes, fascinates and inspires playfulness.

A bit like a haptic PowerPoint presentation, only a lot more likeable and considerably more effective, resulting in an increase in unaided recall of your advertising message. Experts in the field of sensory research also call this the haptic effect - the fast lane to a customer's mind.

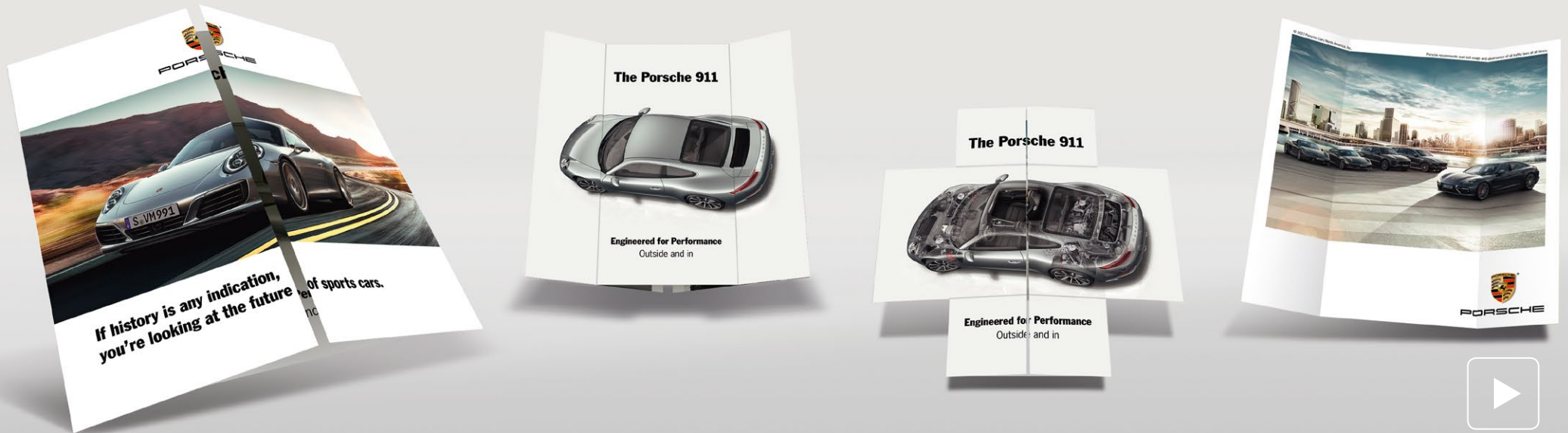
The following pages provide examples of how logoloop® helped various brands to get their messages across in the fields of recruiting, sales promotion, trade fair communications and dialogue marketing.

I hope you find these examples inspiring.



**Olaf Hartmann**  
Managing Director Multisense Institute,  
Branding Expert, Author of the bestseller  
"Touch" on haptics in sensory marketing

# logoloop<sup>®</sup> as a promotional brochure, format 156 x 156 mm



**PORSCHE**

Communication goal: acquiring new customers

Area of use: events and direct customer contact

# logoloop<sup>®</sup> as a promotional brochure, format 156 x 156 mm



Communication goal: acquiring new customers

Area of use: events and direct customer contact

# logoloop® as an invitation card, format 210 x 100 mm



Communication goal: invitation

Area of use: internal communication/staff development

# logoloop<sup>®</sup> as a trade fair invitation, format 210 x 100 mm



Communication goal: invitation to the Prolight + Sound trade fair

Area of use: dialogue marketing



# logoloop<sup>®</sup> as a haptic sales promotion aid, format 210 x 100 mm



Communication goal:	explanation of an account for young adults that grows as they do
Area of use:	direct customer contact and dialogue marketing
Special features:	three different logoloop <sup>®</sup> cards were produced for three different age groups. These could be combined to form a life timeline, which served to illustrate how the services provided by the account would grow to meet age-appropriate needs.

# logoloop® as a haptic sales promotion aid, format 160 x 100 mm



**VR-Bank Neu-Ulm eG** 

A logoloop® card was developed for each of the four account models to act as a consultation aid. These logoloop® cards were presented on a stepped POS display stand. Staff was trained in how to make optimum use of the haptic effect. The cards served to communicate the advantages of the accounts and the VR Bank step by step - in a clear, concise and graspable way.

“Our employees enjoy using logoloop® since its persuasive power works both on existing customers as well as on prospective new customers.

As a result, the development of our sales figures for new accounts since the introduction of logoloop® have been extremely positive.”



**Thomas Hörz**  
Head of Marketing and Communications



# logoloop® as a haptic sales promotion aid, format 160 x 100 mm



“For us, logoloop® is a tool with which both our sales force and pharmacists can advise patients on the topic of dry, sensitive skin and can select a suitable product from the Seni Care UREA range.”

In designing the logoloop® cards for us, Touchmore was highly successful in implementing our requirements and developed a tool that staff, sales partners and customers all love in equal measure.

Thanks to an all-round marketing and POS package for the product group - in which the logoloop® cards played a key part - we were already able to record a more than 15% increase in sales of Seni Care UREA products by the end of the second month following the start of the promotion.”



**Agata Henkel**  
Head of Marketing and Communications

# logoloop<sup>®</sup> as a haptic sales promotion aid, format 156 x 156 mm



Die **Gesundheitskasse** für Sachsen und Thüringen.

Communication goal: explanation of a new bonus app + acquiring new subscribers

Area of use: direct customer contact



# logoloop® as a promotional mailing, format 210 x 100 mm



“We used a logoloop® mailing to invite 1,000 prospective customers to our conference venue to take part in a short guided tour of the facility. We received the highest number of positive replies to any invitation we had ever sent out.”



**Christina Esser**  
Head of Events Management,  
Sales and Marketing, Bonn Conference  
Center Management GmbH

# logoloop<sup>®</sup> as a recruiting aid, format 200 x 200 mm



Communication goal: recruiting applicants for occupational training

Area of use: recruiting at trade fairs and events, dialogue marketing

# Special format logoloop® for a product launch



Communication goal: product launch

Area of use: events and direkt customer contact

logoloop® to explain a product, format 156 x 156 mm, circular



"We are using logoloop® as part of a product launch at the world's largest MTB event. We chose a circular format since it perfectly fits in with our new product line."

The response has been more than positive. logoloop® surprises, fascinates and delights."

**Julia Oberle**  
Marketing Project Manager

# logoloop<sup>®</sup> as a christmas card, format 210 x 100 mm



Communication goal: christmas greeting

Area of use: dialogue marketing

„Your logoloop Christmas Card is the only one I kept this year.“



**Connie Peters**  
Chief Marketing Officer  
ARAG Versicherungen







The clever endless folding card with a unique advertising effect.

## Made with attention to detail.

**0.03 mm foil hinges**  
ensure silky smooth folds.

Silk-matt OPP foil with a high degree of colour neutrality

**Substrate:** Invercote Creato by Iggesund, Sweden. 100% colour fidelity, high contrast, FSC®-certified. The entire production is CO2-neutral.



**Highly precise, permanent folds**

**Print certificates** ISO 9001, ISO 14001 and ISO 12647-2-FSC & PEFC, CWA 14642

### WHAT IS LOGOLOOP®?

logoloop® is an endless folding card that has won multiple awards and features a unique folding mechanism that animates and amazes everyone in the most playful way.

Thanks to foil hinges of just 0.03 mm in thickness, logoloop® flows smoothly from one position to the next - almost as though it were powered by a little motor.

Endless. Fascinating. Persuasive.

### HOW DOES LOGOLOOP® WORK?

logoloop® piques a person's curiosity as soon as they take it in their hands. A magic trick for which you need no talent. Haptic storytelling - and one that never ends.

Your benefit lies in the fact that recipients will want to engage intensively with your promotional message. In times of ad blockers and advertising immunity, this not only delights our customers, but also juries. For instance of the Red Dot Award, the innovation prize of the German Print Industry, and the Promotional Gift Award.

### HOW IS LOGOLOOP® MADE?

With lots of attention to detail, logoloop® is made by the same print company that also produces the euro bank notes for several EU nations.

The material is Invercote Creato, FSC®-certified (FSC® mix 70%). Bright white and extremely rigid thanks to three layers of fibre, this cardboard is highly pleasing to the touch. Invercote enables 100% colour fidelity and perfect print results. The foil is characterised by a high degree of colour neutrality, can be written and printed upon.



The clever endless folding card with a unique advertising effect.

Creative consulting included.



For more information visit: [logoloop.eu](http://logoloop.eu)

Your free samples are waiting for you!

**FREE SMPLE-KIT**



# LOGOLOOP® SKETCH TEMPLATE

Page ratio applies to the following formats:

230 x 230 mm

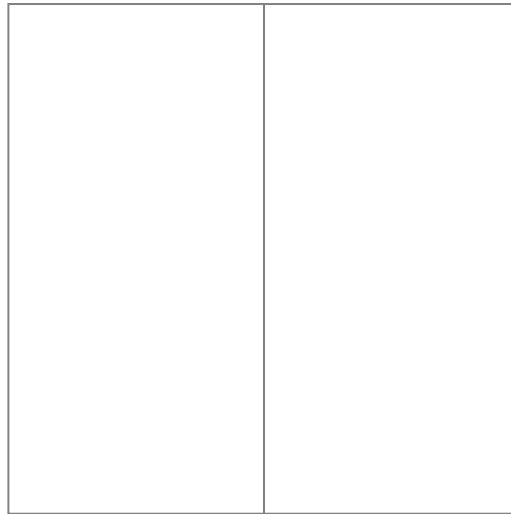
200 x 200 mm

156 x 156 mm

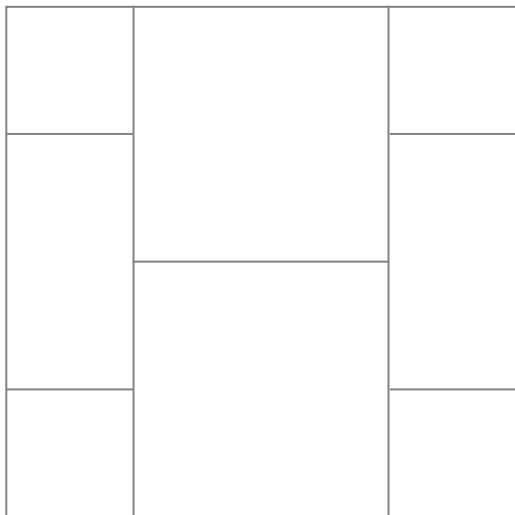
116 x 116 mm

90 x 90 mm

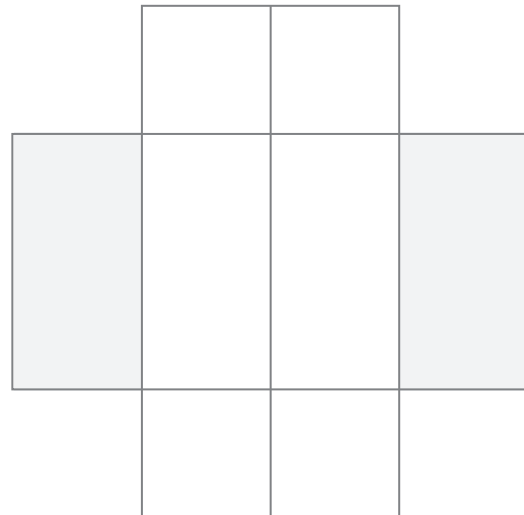
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2



3



Same visible surface (page 2 to page 3)

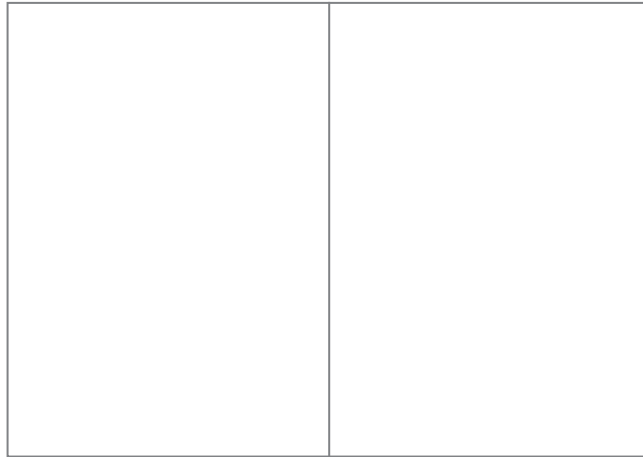
4



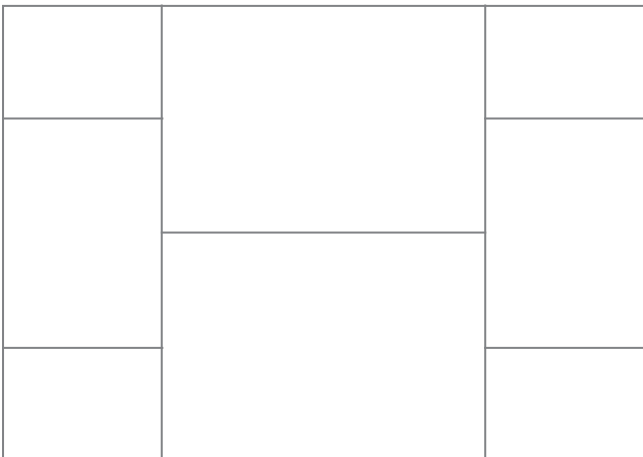
# LOGOLOOP® SKETCH TEMPLATE

Page ratio applies to the following format:  
210 x 148 mm  
148 x 105 mm

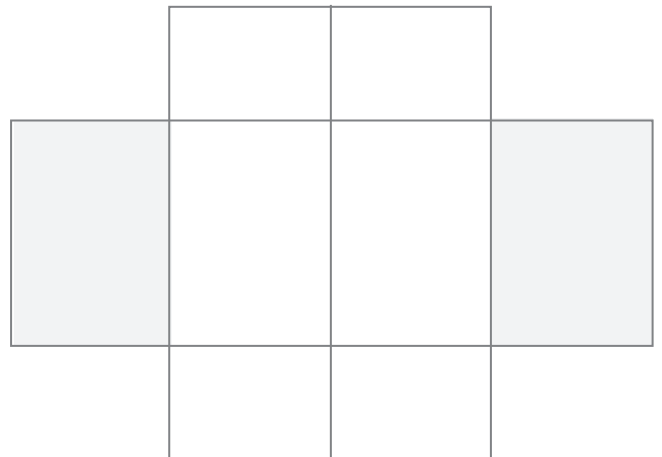
①



②

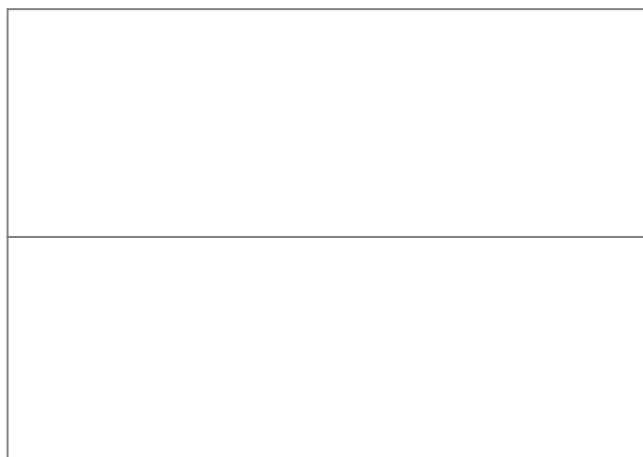


③



Same visible surface (page 2 to page 3)

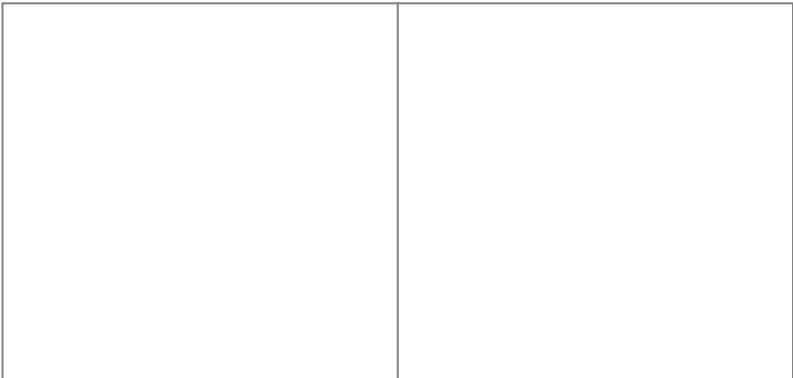
④



# LOGOLOOP® SKETCH TEMPLATE

Page ratio applies to the following format:  
210 x 100 mm

1



2



Same visible surface (page 2 to page 3)

3



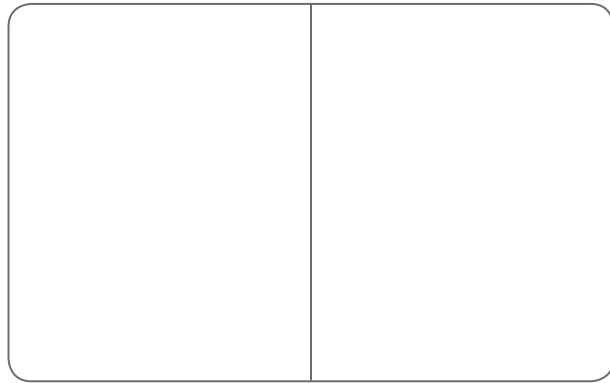
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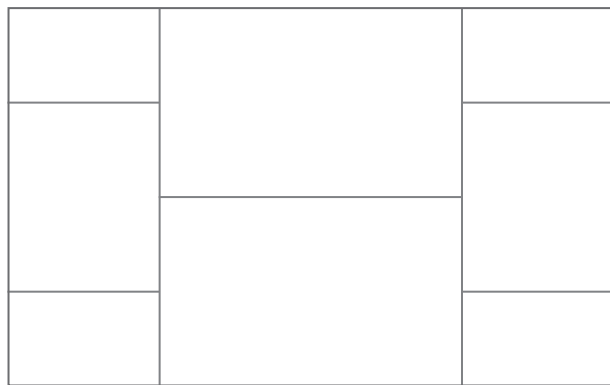
# LOGOLOOP® SKETCH TEMPLATE

Page ratio applies to the following format:  
160 x 100 mm  
(credit card format)

①

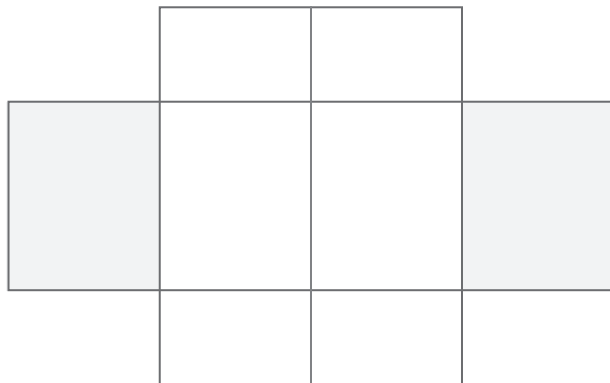


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Same visible surface (page 2 to page 3)

③



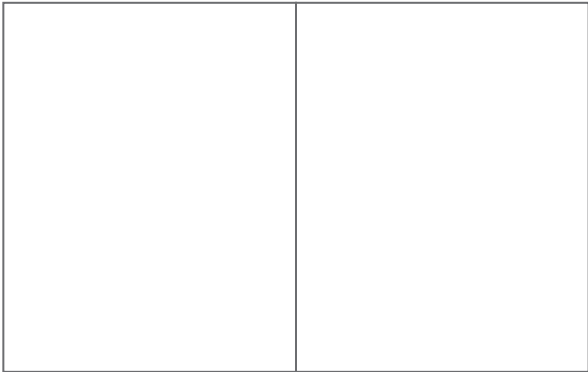
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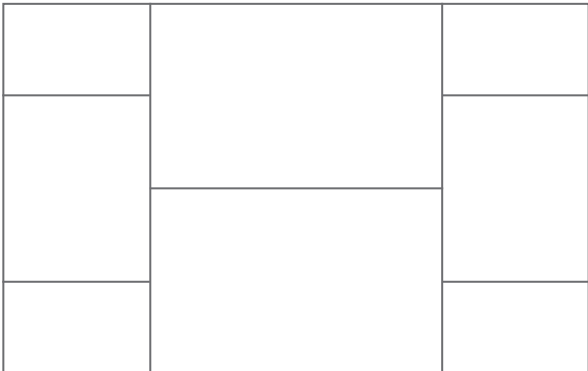
# LOGOLOOP® SKETCH TEMPLATE

Page ratio applies to the following format:  
86 x 54 mm

1

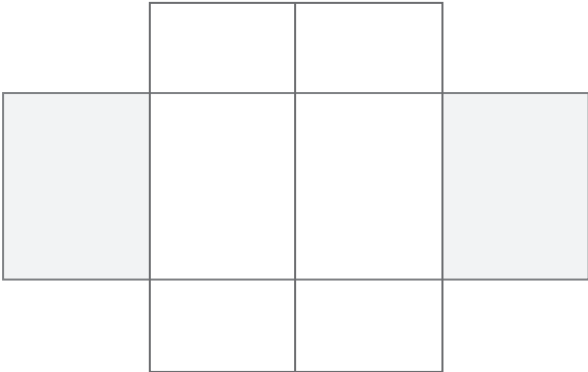


2



Same visible surface (page 2 to page 3)

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4

