



Collection of assorted designs of digitally printed Easytissue boxes. Due to the printing method small quantities can be supplied starting from 225 pieces. Without start up costs.

## CONSUMA-ISSUETISSUE B.V.

# IDEAL ADVERTISING MEDIUMS

Everyone needs tissue products on a daily basis – whether at home, while on trips or at work; whether for cosmetic purposes, caring for children or ... The little helpers are always handy and within sight. That is what makes them an ideal advertising medium. The Dutch manufacturer Consuma IssueTissue b.v. sells tissues that can have personalized images printed on them and they come in boxes that can be designed according to the customer's wishes.

**W**hen the business started in 1993, the panda bear, rabbit and dog were the force behind the design tissues made by IssueTissue, which were only being sold in retail stores. Back then tissues with mo-

tifs printed on them were completely new in Europe. The break-through for using the cellulose products as a promotional product came in 1996. During the early days of doing business 17 years ago, the

series with Dinky Dog, Rosie Rabbit, Penny Panda and Co produced good sales figures for the British manufacturer Consuma, which at that time had the company name Normigo. The product idea was simply different. In order to promote business activities with custom-made tissue boxes and paper towels with images printed on them, the Dutchmen registered the brand IssueTissue in 1994, and relatively soon thereafter it entered the marketplace in the Benelux countries, France and Germany. The packaging proved to be a sales hit, as did the towels which were designed with licensed figures, including the well-known evergreen motif from Sesame Street, Miffy, the Teletubbies, Wallace & Gromit or Barbie. These were sold in large department stores like Karstadt, Carrefour, Delhaize, Albert Heijn or Etos.

### TISSUES AS A PROMOTIONAL PRODUCT

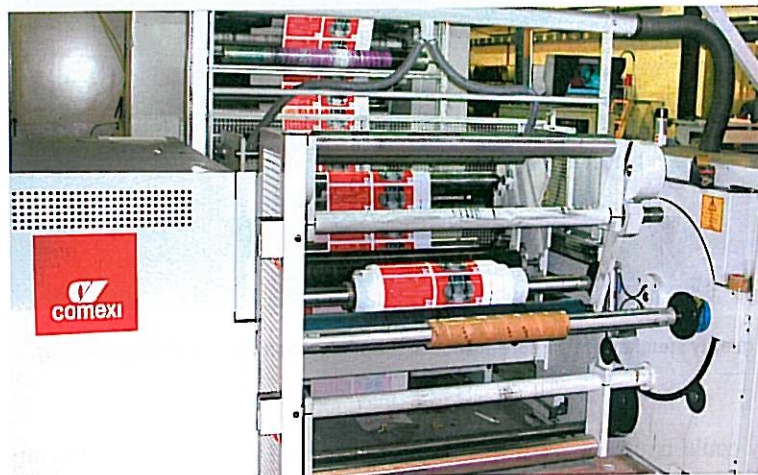
In order to also be successful with their cellulose products in the promotional prod-

Two different models of glove boxes, the Duo-Box contains both tissues and gloves and the Rectangular 30GL that contains 30 gloves. The gloves are all AQL 1.5 quality and can be supplied in latex, vinyl or nitrile powdered and non-powdered.



Different models of tissue-boxes are produced in the EU under ISO 9001:2008 and with FSC certified tissues. Top left to right: models Boutique, Classic 50 Plus, Real Cube 100, Desk Box Z-Notes. Bottom, Classic 50, Greeting Card and Pico.

ucts trade, the Dutch company has continued to develop their product line and has specialized in creative design ideas. Issue Tissue established their first contacts within the promotional products industry in March 1995 when they participated in the Euro Premium event in Amsterdam. There tissue boxes with printed images on the tissues were given to visitors as promotional gifts. The idea of using cellulose tissues as custom-made promotional materials was introduced to a large audience. In the following year their participation at the event in the exhibition hall in Amsterdam was their first big success, but they still didn't have a real break-through. Ronald W. van den Bosch explains, "Wholesalers reacted rather cautiously to the products IssueTissue was selling; after all, the printer's copy required the assistance of professional graphic designers because carvings on the tissue boxes had to be made for reproducing the design on the boxes. Furthermore, the range of products being sold required a



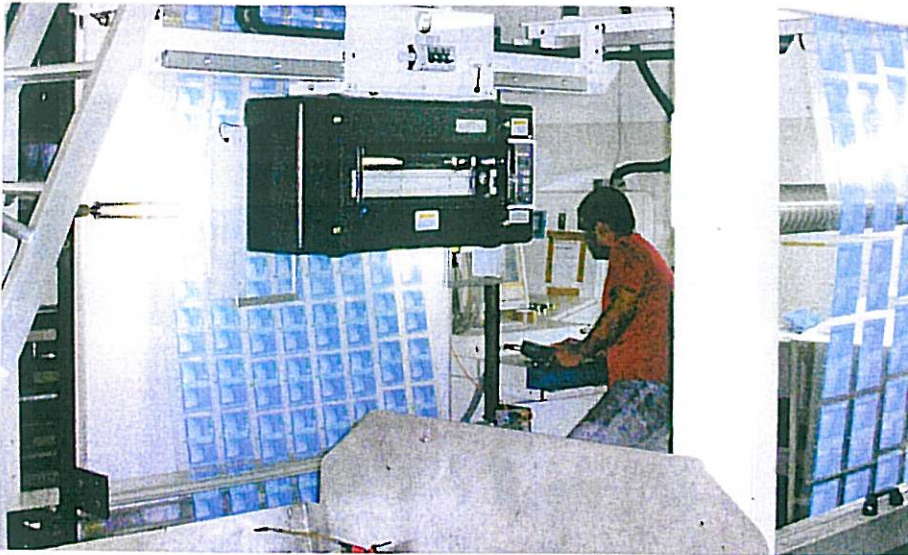
Printing and winding of LD-Pe (low density polyethylene) film for the travel tissues

minimum order of 1,500 units, and as a result, only large buyers were interested. For this reason, the company only grew slowly during the first couple of years. The company was finally able to realise a real break-through when they first participated at the PSI Trade Fair in 1998. Since then Issue

Tissue has been an exhibitor at all of the trade fairs in Düsseldorf.

#### WITH INNOVATIVE IDEAS IN THE NICHE

After starting to do business in the promotional products industry, the production centre was moved from England to Hol-



LD-Pe (low density polyethylene) film for pocket packs classic printed on the 8-clr. Flexo printing press, while the operator is fine-tuning the colour registration on the screen.



Proof for the high quality standards is the certification of the product according to ISO 9001 in 2007.

land so that they could handle the growing demands in a more flexible way. Since the very beginning IssueTissue has placed an emphasis on innovation. The launch of the combined greeting card and tissue box in 1996 turned out to be perfect for mailings and other direct marketing campaigns and eventually this clever product was able to be sent by mail at a standard price. Other highlights included the Happy New Year tissue boxes, which were traditionally sent every year and were well-liked by custom-

ers. In 1998 the Desk Box Memo was another success story; it combined sticky memos and cellulose tissues that were practical for placing on any desk. Since 2001 IssueTissue has had its offices located on the grounds of the Peace Palace in The Hague. It seems that the company has never run out of ideas. In 2003 the five member team came up with another high-value product: the tissue box with an integrated small desk calendar. In the end, their product line increased from six to over 20

different model variations, including toilet paper rolls and napkins with images printed on them and personalized boxes for gloves. Issue Tissue can also be considered a pioneer in the promotional products industry for launching the ultra-mini pocket packets that contain only five tissues in them. In 2005 the practical pocket packets were added to their product range and in 2008 the Make-a-Note Tissue Box, a perfect solution for dirty and untidy desks, was put on the market. The flap of the packaging could be used for taking notes in a similar way to writing on a white board: the writing could be easily erased with the wipes afterwards. Digital printing first made it possible to reduce the minimum order requirement to only 225 tissue boxes, which made it more interesting for smaller buyers. Digital printing also brought along other advantages, like short turnaround times and reduced costs.

#### CERTIFICATION AS A MARK OF QUALITY

In 2004 IssueTissue established the elephant as the company's brand symbol and it became part of their corporate identity. The popularity of the brand quickly grew, and together with the red IssueTissue logo, the intelligent and likeable giant ultimately became a synonym for high quality hygienic paper products. Proof for the high quality standards is the certification of the product according to ISO 9001 in 2007. Additionally, in July of this year the Dutch company also got certified by the Forest Stewardship Council (CU-COC-815033). With the certification of the tissues according to FSC, consumers can trace the origin of the wood cut and can trust that the raw materials used were acquired in an environmentally friendly manner.

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