

BIO doesn't have to be expensive,

exclusive

HOT present their new BIO line

Organic-biological ingredients are far from rare in today's lubricant market, but what about the packaging of these products? And – even more importantly – what happens with the empty tubes and bottles that end up in the garbage? HOT Productions & Vertriebs GmbH present a solution to this problem with their BIO line. As General Sales Manager Michael Sonner explains, these new products meet the highest ecological standards, not just in terms of raw materials and production, but also when it comes to packaging, tubes, and POS materials.

Michael Sonner, General Sales Manager at HOT, promises new products in the BIO line



„ When did HOT develop the idea for this new BIO line? What qualities did you want realised in these products? And how long did it take to develop the collection?

Michael Sonner: We already sent a clear message with our Prorino products: ‚Save the Rhino, take Prorino.‘ The goal was to emphasise - especially in the Asian markets - that rhinoceros powder has no effect whatsoever while our products certainly do. This campaign was an international success, and it was particularly effective in China. For our new BIO line, we wanted to address two big problems in our society right now: the growing number of allergies to various substances, and what happens with all the packaging when you've used up the product. Currently, there is a wave of awareness about the pollution of the seas, about plastic waste

in our oceans. The goal was to create a line that would be ecologically responsible - not just in terms of the ingredients, but also in terms of packaging and POS materials. This project kept us busy for more than a year, but now that we're presenting it to the world, we couldn't be happier with the result.

There are many lubricants on the market that promise to be 100% natural, organic, vegan, etc. What sets the BIO line apart from the competition?

Michael Sonner: As mentioned before, we paid attention to the whole product, packaging and all. From the raw materials to the production processes to the disposal of the empty tube. All of that, combined in one product line that offers excellent quality to the customer. The lubricating properties and

but it does have its price.

the texture match the quality that consumers are used to from our other HOT lubricants.

Who is the target audience for BIO?

Michael Sonner: The younger generation displays great interest in sustainability and healthy products. This is our main audience.

Demand for organic products, fair trade products, and vegetarian/vegan products is on the rise. But is that also the case in the adult market?

Michael Sonner: Yes, absolutely. These things continue to become a big factor in the adult market as well.

Why did it take so long before this kind of demand really reached the adult market?

Michael Sonner: I think most consumers were introduced to the bio/organic labels in the context of foodstuffs, and that's where the focus remained for a while. Today, people are looking at this issue in a much wider context, and they expect environmental responsibility, also when it comes to products that aren't part of their everyday lives. The packaging and how it is disposed of is thankfully also becoming a crucial factor.

Is the misconception that organic products are always more expensive than 'regular' products still alive in consumers' minds?

Michael Sonner: What people need to understand is that a high-quality product has its price. Bio doesn't have to be expensive, but it does have its price.



BIO is HOT's response to growing demand for sustainable, organic products in the adult market

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MICHAEL SONNER

How much potential do you see for lubricants such as BIO in the upcoming years?

Michael Sonner: The consumers are becoming more careful and more demanding about the things they buy. And they will be extremely careful when it comes to intimate products. I believe that soon, we will only see high-quality products in the market.

Let's get back to BIO: You advertise these products as being certified and NCP-tested. Would you mind giving us some more information about that?

Michael Sonner: Nature Care Products (NCP) are tested for sustainability and the quality of their raw materials. The NCP seal is only given to products that excel in both of these criteria. It is very important for the consumer to know that bio is more than just a label – that there is an organisation making sure these standards are actually met.

Is the production of vegan lubricants more difficult or labour-intensive than the production of regular lubricants?

Michael Sonner: The big difference lies in the raw materials you choose. Usually, substances containing animal ingredients are a lot cheaper because those are often waste materials that cannot be used for food production.

You call the tubes of the BIO line products 'Eco Tubes.' Why so?

Michael Sonner: Our tubes are no longer made from mineral oil; instead, the base substance of the eco tubes is sugar cane, so-called green PE. This renewable raw material can store CO2, so using green PE helps to reduce harmful greenhouse emissions. On top of that, green PE is 100% recyclable.



HOT will provide the trade with POS materials to help with the presentation and marketing of their new BIO line

Do you have some advice for the retailers on how to present the BIO line in the most effective way? Are there maybe also POS materials for these products?

Michael Sonner: Of course, we offer a wide range of POS materials for the sales floors and for shopping windows. Those include displays with or without base and big pop-ups designed for the decoration of shopping windows.

The BIO line currently includes three different lubricants. Are there plans to add new products in the foreseeable future?

Michael Sonner: We certainly plan on expanding this line, and to use our eco tubes whenever possible.

