

# Articles for photo presentation and daily use



*Manufacturer with  
production site in Germany:*

- Keyholders
- Promotional rulers
- Products for photo inlets and promotions
- Special solutions for car rental business

**thier** marketing  
international

# Products are manufactured with highest quality standards



Thier marketing is a owner-run business and on the market since over 40 years. The core business lies in the production of premium quality promotional items and articles of daily use.

Within the last years our company became a international supplier and in the meantime we supply almost every country in Europe.

All acrylic products shown on the following pages are manufactured in our company in Ettenheim, Baden-Wurttemberg. Through the use of highest standards of raw material, high-performance machines on our custom-made tools, we can guarantee highest possible quality.

Our products are to be used in the photo industry, in the car rental markets as well as for all kinds of promotions to communicate your wished message.



Kreuzerweg 24 · D-77955 Ettenheim  
Tel. +49(0)7822-9268 · Fax +49(0)7822-8100  
info@thier-marketing.de · www.thier-marketing.de

# All products at one glance

## Key fobs for passport photos



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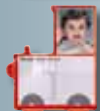
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# Key fobs in the format of passport photos

When it is talked about the passport photo format, usually it is meant the biometric format 45/35mm. We produce different key-fobs in this and slightly other formats. We inform about inlet formats, forms and standard attachments. The standard attachments can be replaced by other attachments, if required.

Please find following models:

## Model B4

The model B4 must be regarded as a classical model. It is **The key-fob** in the passport-format. Upon now it is the most successful product of Thier marketing. The B4 is highly valued upon photographers, photo laboratories as well as by companies of miscellaneous branches for their promotions.

Inlet format: 46/32 mm,  
Chain: Nickel-plated steel.

Pic. in original size



## Model B5

If you like it free-spirited, you might prefer this item. The asymmetric frame is of esthetical form. No matter if it contains photos or company logos – it gives your inlays a very individual touch.

Inlet format: 46/32 mm,  
Chain: Nickel-plated steel.

Pic. in original size





### Model B1

The B1 is a modified version of the B6. There is only one remarkable difference: It has 2 lids, one at the front- and one at the backside. Combined with a coloured frame, both sides can be used for your advertising inlays or photos. With the B1 you have the free choice of colour combinations.

Inlet format: 46/32 mm,  
Chain: Nickel-plated steel.

Pic. in original size



B1 backside

### Model B6

The B6 has the outward measures 60/47mm and is therefore a little larger than the B4.

The frame becomes narrow to it's edges and with the ice-look it has a very plain and modern look.

Inlet format: 46/32 mm,  
Chain: Nickel-plated steel.

Pic. in original size



# Keyrings in the format *with Chips for*

## Model Chip

The keyfob with a chip in the size of one Euro or Swiss Franc is unique as well. It is the only key-fob with a chip, that has the format of a passport photo as an inlay.

The frame is designed in an erosive ice-look. The chips are available in various colours. Thus you have marvellous options to combine the chip with the colour of your company logo.

Inlet format: 46/32mm or 45/35mm,  
Chain: Nickel-plated steel.

Pic. in original size



# of passport photos supermarket trolleys

## Model Chip2

Keychain with integrated coin for releasing supermarket trolleys. The keyring can be used for photostickers and/or advertising. On one side photos or advertising prints are positioned. The other side carries the chips in the size of 1 EURO coin. The photostickers can easily be placed on the surface, as there is free space in the dimension of 40/30mm.

Measurement of photostickers: Space for the image: 40/30mm.

Attachment: Triangle and splitting, nickel-plated steel.

Pic. in original size



## Picture frame in passport photo size

### Picture frame

Picture frame with open space for photos in passport photo size. The product consists of a main part and a transparent cover and has an integrated small stand on the backside. Dimensions: 45/35 mm (Biometric passport picture format) available in clear, white or preferred colors with orders > 3,000 pieces.

Inlet format: 45/35mm.



Pic. in original size

# Photo keyfobs in the *passport photo size*



## Model B8

The B8 has a main cover part and a 40/30mm inner part. The attachment is created with a triangle and a splitting. This article is an inexpensive product, what is ideal for large quantity use. We can propose high quantities in a very short time. This is possible due to extremely fast production with a tool of 8 pieces produced in one production procedure.

Inlet format: 40/30mm,

Attachment: Triangle and splitting,  
nickel-plated steel.

Pic. in original size

## Model B9

The B9 has biometric passport size. The frame is tapered toward the edges and decorated with ice-look. Therefore it has a modern look.

Inlet format: 45/35mm,  
Chain: Nickel-plated steel.

Pic. in original size





# Picture frame and photo magnets in various forms & formats



## Photopin

Our Photopin consists of a main part with a lid. The outer form is similar to the key-chain Modell B5. We attach a high-performance Neodymium magnet to the product. This is a strong and modern way to hold pictures in the passport photo size in decorating households, as for example placing them on refrigerators or other surfaces with metal.

Inlet format: 46/32mm,  
Attachment: High-performance  
neodymium magnet.

Pic. in original size

## Photo magnet 70/45

The photo magnet shows a classical and timeless design with a polished and discrete frame. The model can be used as a magnet as well as a desktop photo stand. This option is possible due to a small acrylic stand, which can be mounted on the backside of the photomagnet.

Inlet format: 70/45mm,

Attachment: High-performance neodymium magnet and optional acrylic stand.



Pic. in original size

# Keyfobs in various forms & formats

## Model B12

The BIG one! The Keychain model B12 is consisting of body and cover. The main part includes a loop for reopening. The B12 has plenty of space for your photos or advertising. It has a classical shape and smooth touch. The eye-catcher shiny frame made of high-quality acrylic glass is ideal for photos and advertising.

Inlet format: 50/35mm,  
Attachment: Triangle and splitting, nickel-plated steel.

Pic. in original size



## Model B

Our model B offers an inner size of 40/32mm, which is suitable for the most logos. The shape is similar to B4. However it has a compact size. This product is more suitable for corporate advertising.

Inlet format: 40/32mm,  
Chain: Nickel-plated Steel.



Pic.. in original size

## Model Dia

The name for this model stems from the classical photo slide. The narrow and elegant form is nicely suitable for panoramic views and/or logos in rectangular form.

Inlet format: 40/32mm,  
Chain: Nickel-plated Steel.

Pic. in original size



# Keyfobs in various forms & formats

## Model E1/E2

Stone Egg – this term is fitting very well to the small Model E. You won't find such nicely rounded edges on any other keyfob. Therefore it is very comfortable to wear in your pockets and still has enough space to display your effective advertising. Your pockets will be grateful for wearing it!

Inlet format: 26/21mm,  
Chain: Nickel-plated steel.

Pic. in original size



## Model Heart

Love, love – this asymmetrical shape makes your heart certainly miss a beat! The model is unique in this form and is ideally suited to represent your loved one(s). For the asymmetrical shape, we propose a cutter, which provides exactly fitting photos to the main parts.

Inlet format: Largest dimension: 41/43 mm,  
Chain: Nickel-plated steel.

Pic. in original size

# Keyfobs in various forms & formats

## Model H4

Your company logo is in a square form? We offer the right acrylic advertising media for it.

Existing of a quadratic main part and lid, the H4 will display your personal square without any distortions.

Inlet format: 30/30 mm.  
Chain: Nickel-plated steel.

Pic. in original size



## Model M "Mintmaster"

This keychain for coins is surely very special. Due to its round shape without corners and edges, the form "flows around" the contained coin. It is made of high quality Plexiglas (PMMA) and has a special suspension in form of a chain link in 3 parts combined with a large oval splitting.

Inlet format: Diameter 30mm Ø Chain:  
Nickel-plated steel. Oval splitting.

Pic. in original size



# Keyfobs in various forms & formats

## Model R6

In this case, not the ball is round, but the keyring. With its 38mm inner diameter, it offers enough space for your logo, advertising text and/or photo. The field of application is ideal for photographic and/or advertising inserts.

Inlet format: Diameter 38mm Ø  
Chain: Nickel-plated steel.

Pic. in original size



## Model R1

Model R1 has two lids – one on each side. Therefore two pictures or picture and promotion can be made visible in combination with a coloured frame; For all other aspects, the R1 is the same as model R6.

Inlet format: Diameter 38mm Ø  
Chain: Nickel-plated steel.

Pic. in original size

# Key fobs for car rentals

## Model S4 / S5

S4

The Model S4 is of one acrylic piece. Tags can be pushed through a slot on the bottom of the item. The inlays can be replaced with a trick: On the other side of the slot there is a small eye, through which you push a peaked object, for example a small nail. Therefore the inlays can be replaced very easily.

Inlet format: S4 51/35 mm,  
Inlet format: S5 51/31 mm,

Triangle and Splitring.

Pic. in original size

## Model B7

The B7 is designed in ice-look. It exists of a main-part and a lid. The lid can be removed easily as there is an eye at the bottom part of the main part. The standard version has the splitring with diameter 25mm.

Inlet format:  
51/31mm,  
Triangle and  
Splitring.

Pic. in original size



Car-Rentals often have specific needs for key-fobs. So almost all our products within this segment are custom-made for the individual requirements of our clients. The criteria to look at are: Inlet sizes, practicability to change tags and readability of the transferred information.



The slide function is valid for the models **G1**, **S4** and **S5**.



### Model G1

The G1 also has a slot for pushing inlays through. It is placed at the bottom of the article. The fob exists of two parts, which are technically put together with ultrasonic welding; It suits long, but narrow tag-formats very good.

Inlet format: 51/31mm,  
Chain: Nickel-plated steel.  
Pic. in original size



### Model F4

The F4 has two parts, which can be opened and closed again. The long, but narrow form with the strong frame is highly qualified for tags, which should be protected and sometimes need to be changed.

Inlet format: 63/30mm,  
Chain: Nickel-plated steel.  
Pic. in original size

# Rulers for passport photos & promotional inlets

## Picture ruler



This ruler has a length of 265mm and measuring scales at the top and on the bottom. For customising this product, it has an inlet in the format 46/32mm. Passport photos as well as tags with company-logos can be inserted. Moreover the ruler can be individualised by prints on its front surface. For these tasks we are using the tampon-print technique. With this we can realize your unique give-away in the form of a product, which is used every day.

## Slide ruler

This high-class communication media comprises many options for individual creation. It is all up to you, whether you take the 265x35mm inlay to present your company, your newest product or even show a series of pictures, which tell the history of your business. The use of the article is to present a high-valued gift to your customers for special events. The opportunities for inlet materials are various. We offer three different solutions: High-glossy paper, foils or slides.

Inlet format: 265/35 mm  
Scale:  $\frac{1}{2}$ -Millimeter.





# Rulers for passportphotos special edition in neon colours



Our picture rulers measure 265 mm in total length. The article has double sided Partition and cavity for a picture in the size: 46/32 mm. This product is now available as special edition in neon colours: Yellow, orange and white. Similar to the transparent version, these rulers are manufactured in premium quality Plexiglas (PMMA) in our fabric in Ettenheim, Baden-Württemberg. On the backside of the product, two bars are integrated. This is to prevent from fast scratching.

# Pocket mirror for photo & promotional inlays

Our two models in different sizes give you the opportunity to place your advertisement on the back-side of a pocket mirror. The inlays are usually realized with printed paper and are protected through an acrylic window. We can offer to fully assemble the product with printed promotion or to supply your company/your print-shop with the separate parts of this item.

## Model 65

The model 65 has a smooth frame. The frame is usually coloured and not transparent. Especially in the shown black colour the product has a very exclusive touch.



Inlay format: 58 mm Ø  
outer diameter: including frame 65 mm Ø  
Pic. in original size



## Model 74

The model 74 has a wider frame and therefore has a bit more of a solid attitude. It looks good in semi-transparent colours such as orange and red.

Inlay format: 58 mm Ø  
outer diameter:  
including frame 65 mm Ø  
Pic. in original size

# Buttons for photo & promotional inlays

## Model 57 round

Easy to use: You can take this literally in the case of our button badges! In contrast to traditional metal badges you don't need an expensive machine for assembling. Once the tags are cut by our photocutter, you just take the front and the backpart of the badges and position the tag in the middle. Then you simply press the parts together per hand until you hear the clicking noise. Ready!

Fast and practical. Now you can wear your nametag, your political statement or whatever you wish to communicate.

Inlay format: 57 mm Ø  
Attachment: Safety needle.

Pic. in original size



## Model Oval

This model is very often used for nametags or showing the affiliation to companies and organisations. The function for closing is the same as of Model 57.

Inlay format:  
Biggest size 75x30 mm  
Attachment: Safety needle.

Pic. in original size



# Hand photo cutter for cutting out inserts

## Photo cutter PF

The practical hand photo cutter for perforating single pictures or advertising inlays.

This product has already become standard in the photobranch. So why shouldn't you use it as a standard product?

Perforating Measures:

SP-Version 46/32 or 45/35mm

Special sizes such as: Round diameter 57mm or other as S-Version. Individual sizes and heavy desk-top cutting machines can be proposed on request.





# Practical accessories for key fobs

## Keyrings & chains

As “raw material” we offer splitrings and chains, which are also suitable for your key-fobs or other give-aways. We always have diverse models on stock.

We would be pleased to supply you with detailed information on your concrete request.



### Model SK1

1. Chain with Splitring.  
Nickel-plated steel:  
25 mm Ø.  
Total length: 54 mm  
Pic. in original size

## Cutting sizes

Format  
passport pictures  
46/32 mm

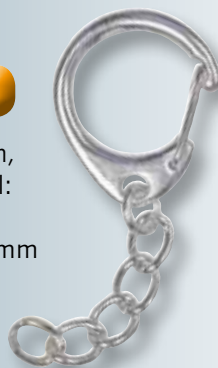
Other  
cutting sizes  
on request

Format mirror,  
button 57 mm Ø

Format keyfob  
R1 & R6  
38 mm Ø

### Model SK2

2. Spring clip chain,  
Nickel-plated steel:  
27/21 mm Ø.  
Total length: 62 mm  
Pic. in original size



# Mousepads for photo & promotional inlays

Our mousepads are manufactured for photo and/or promotional inlays. The inserting of the printouts is very easy: On the backside of the product, there is a small slot, through which the prints can be pushed in. The photo and/or promotional inlays are then visible through the transparent frontside.

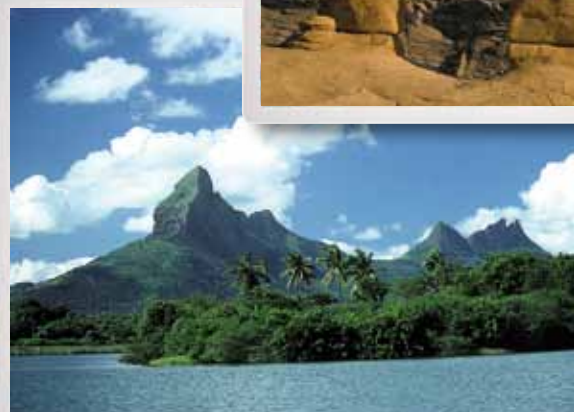
## Model MP1h

Inlay format:  
13/18 cm  
Outside format:  
15/20cm  
Frame light gray



## Model MP2h

Inlay format:  
17/22 cm  
Outside format:  
19/24 cm  
Frame light gray



## Model MP3h

Inlay format:  
18/24 cm  
Outside format:  
20/26 cm  
Frame light gray



# Puzzle-Ball

## Fan article for ball sports

### Puzzle-Ball

We have developed a ball, which exists of 6 asymmetric parts adding up to a puzzle.

The pieces are manufactured in acrylic. Combinations in colours are available through the use of different single parts. Moreover we offer the ball with an option to print your logo in up to 4 colours.

You might say: A puzzle existing of 6 parts can't be very difficult...you will be surprised. There is only one correct combination of putting it together. Have fun with ball-puzzling!

#### The Puzzle-Ball can be used as:

- Premium promotional item as individual customer gift at fairs and other events.
- Fan article for all sports played with balls.
- Puzzle game for children and/or adults.



#### Specifications:

Size: 80 mm Ø..

Package: in different variations:

A) Simple packaging: 6 parts are packed in welded PP bags.

B) Assembled ball stands on a LED unit. This Version is packed in a transparent plastic folding box.



# Pyramide puzzle „Gizeh“

... gives easily recognition to your logo,  
your product or service

## Gizeh

This creative promotional product is made in acryl as a puzzle in two parts and therefore an ideal promotional article to display two elements creating one big thing.

### The uses can be seen:

- ▲ At fairs, POS actions, events, product placements or in sales.
- ▲ Show the relation between: Retailer/customer or editor/reader etc.
- ▲ Creative game for the retail section.

Size: 2 parts à 35 / 70 / 27 mm



... with magnet as  
Photo holder



### Options for creative design:

- ▲ Create customer oriented colours and versions.
- ▲ Promotion and logo prints on paper inlets.
- ▲ We can fill it with small parts, sweets.
- ▲ Various packaging forms.





# Photolok

## Your passport photo with adhesive notepad

The Photolok combines a passport photo with an adhesive notepad. The backside is assembled with strong Neodyme magnets and therefore can be placed on metallic backgrounds. However it can be also used as desktop stand. This is possible with a small stand, which can be attached on the backside of the product. As raw material we use high standards of Plexiglas (PMMA).



### For any sales application we can propose the fitting package:

Single package: The Photolok is singly packed in a PP-bag with header and inlayer. This option is suitable for display stands. The header cards are equipped with EURO-wholes and can easily be hanged on merchandisers.

The package includes: One complete Photolok existing of main part with Neodyme magnets, lid, adhesive notepad put on the product, 2nd adhesive notepad in PP-bag, two chips, small acrylic stand for desktop use, header card and inlayer card.



**The Photoloks**  
Are also available in the colours red, black and blue.



### Adhesive notepad

The adhesive notepads can be printed with your individual logo starting with 1,000 pc.

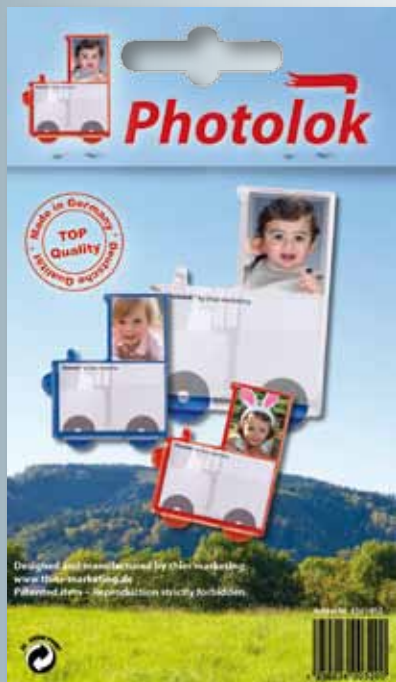
Formats:

Passport pictures

35/45 mm

notepad 45/70 mm

### Blister



We can offer a ready to sell packing solution for the retail section or even merchandiser boxes on your request, see:



### Merchandiser boxes

We pack 32 Photoloks in two rows in the practical merchandiser box. The merchandiser box is suitable for the usage on sales counters.

The cardboard has 500 gr., is very strong and has EAN code for your easy registration.

# Lanywhistle

*with logo imprint*

## Modell LWP

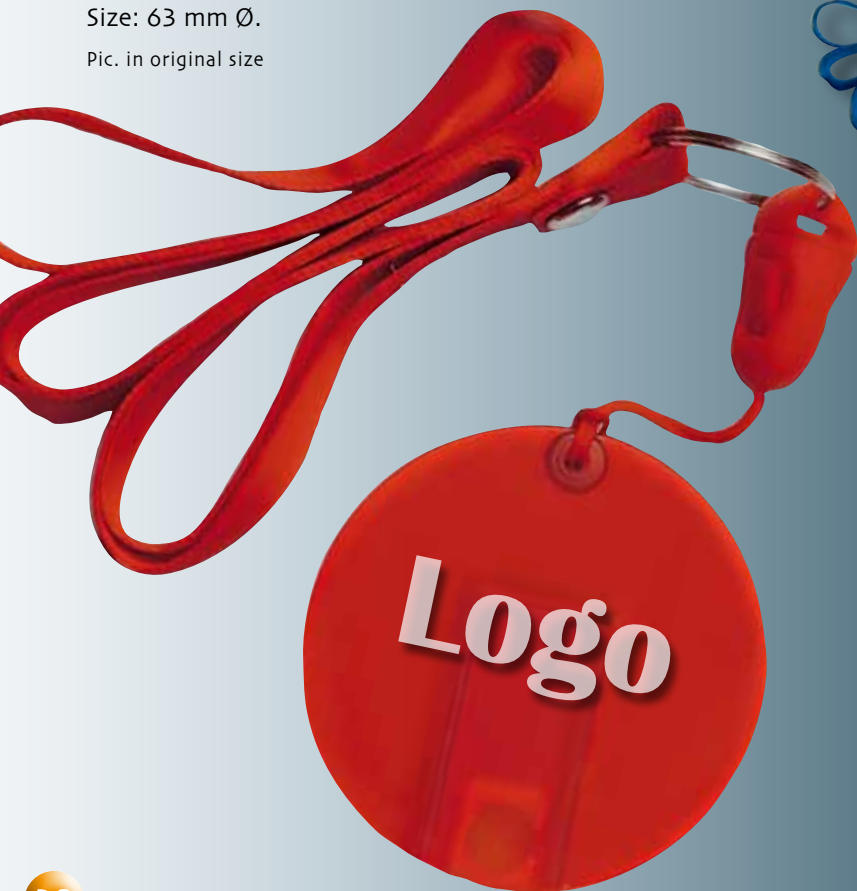
This item has a printable platform with including whistle. The article can be attached to Splitrings for the use as keyrings or to lanyards.

Standard colour lanyard: red.

Standard colour whistle:  
transparent, red and white.

Size: 63 mm Ø.

Pic. in original size



# Merchandise boxes with photo key fobs

- Our merchandise boxes hold 100 pieces photo keyrings – 4 different models (B4/B5/B6/Chip – all articles singly packed in PP bags). The items do not come with assembled photos – as this is mainly done by the end-customers with their individual photos.
- The merchandisers are designed as sales displays for sales desks and show already product codes.
- Individual designs can be printed.




- The cardboard box is very strong - 500 gr. and can be easily operated. Remove the upper tab and put in the back, done!

Size: 23/25/10 cm



# Try out our items – with an attractive combined package

*Package 1*



**50 pc. Key fobs B9**  
Insert format 45/35 mm

**50 pc. Photo pins**  
Insert format 46/32 mm

**10 pc. Mousepads**  
Insert format: 22/17 cm,  
Outside format: 24/19 cm

Pay just **€ 69,-**  
instead for **€ 97,40**

Model B9

Photopin

Model MP2h

*Package 2*



**1 pc. Photo cutter**  
for Key fob pictures  
Format 46/32 mm

**300 St. Key fobs B4**  
Insert format 46/32 mm

Pay just **€ 199,-**  
instead for **€ 285,-**

Model B4

Photocutter

*Package 3*



**25 pc. Photoloks**  
Insert format 70/45 mm

**50 pc. Chipanhänger**  
Insert format 46/32 mm

**50 pc. Photo magnet**  
Insert format 46/32 mm

Pay just **€ 95,-**  
instead for **€ 149,75**

Photo magnet

Model Chip

Photolok



# Our service for your Customer



## Full Service

We are a full-service manufacturer of photographic accessories and products of daily use. Our service includes:

- Product development and toolmaking.
- Product consulting for design and marketing.
- Product research – if we don't have the fitting product for your demand, we will find it for you.
- Production of your product on request.
- Storage, packing, and delivery "on demand".



## Delivery within 24 hours

For us customer satisfaction is highest priority. Most orders are finished and sent out within 24 hours. This can be realized through immediate action and well organized storage.

Higher production volumes are planned early enough, so we can fulfill the wished delivery dates.



## Customized developments – we make acryl flexible

At the beginning there is an idea for a new product. This is drawn sketchily. With the approval of the customer, technical drawings are developed.

These are the base for the development of the tools. At the same time economic calculations have to be done. The tools are usually designed for mass-production and long-term usage. For us and the customer it is important, the keep an eye on the cost efficiency of the new developed tool. Therefore new tools are designed to fulfill the need of the customer.

Short ways of decision, knowledge of the markets, technical know-how and our own machinery are the base for our flexibility.

We are small enough for acting fast and big enough to realize mass-production. We make acryl flexible.

Give us a call,  
we will be pleased to  
advise you!



Kreuzerweg 24 · D-77955 Ettenheim  
Tel. +49(0)7822-9268 · Fax +49(0)7822-8100  
info@thier-marketing.de · www.thier-marketing.de