



# ORION WHOLESALE

BUSINESS MEETS PLEASURE





# YOUR SUCCESS IS OUR SUCCESS

And that's been the case since 1985. It started off as a "two-person department" that was responsible for supplying ORION's foreign branches with goods. Today we are one of the most successful erotic wholesale retailers in Europe and we deliver our market-leading labels to customers all over the world between Oslo and Cape Town, and Sydney and Montreal. The secret to our success? We're always here for you and will personally support you and provide you with customised solutions for all sales questions. The result is lots of trusting business relationships – many of which have existed since our company was first founded.



**Hans-Jürgen Bähr**  
Chief Product Officer (CPO)  
& Chief Sales Officer B2B (CSO)

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## Our Sales Team



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# THE ORION GROUP: THE ORIGINAL

We are the original when it comes to eroticism. After all, there is no one on the market who has known our industry as long as we have – with all its aspects, preferences and desires. That is why we do not simply sell passion but why we also constantly set new standards for the erotic trade.



**3** strong  
**SALES CHANNELS**

Global Wholesale

Retail Stores

E-Commerce Business

B2B Customers in  
**53 COUNTRIES**

B2C Customers in  
**6 COUNTRIES**



Over  
**170**  
Stores  
in 4 Countries



**69%**  
**Female Quota** and  
it's one of the best  
employers for **women in  
Germany** according to  
a survey in the Brigitte  
(a women's magazine)  
in 2020

**Environmentally-  
friendly, carbon-  
neutral delivery**  
as well as **social  
and sustainable  
investments**

We've been your reliable  
international erotic trade partner  
**FOR DECADES**

Over  
**15,000**  
products



# ORION WHOLESALE: YOUR ALL-ROUND PACKAGE



## YOUR LOCAL TEAM PARTNER

A personal touch is important to us – that’s why our sales team regularly visits customers all over the world.



## RELIABLE DELIVERY CAPACITY

It’s all about love here. That’s why we have over 15,000 quality-tested products in stock which we can deliver to you at any time.



## INNOVATIVE AND TREND-ORIENTED

We love new things – that’s why we don’t just stock international novelties and market-leading bestsellers but also continually develop our own labels.



## STRONG SALES AT THE POS

Our packaging is more than just a cover. We think that it’s a vital part of advertising at the POS – that is why they have attractive designs and various languages on them.



## FAIR PRICES

We buy in bulk from suppliers and manufacturers at great prices – we then pass on our cheap prices to our customers.



## EXTENSIVE PROMOTIONAL MATERIAL

Do you need publicity? We are happy to design the appropriate promotional material for your company if requested – for example, neutral catalogues, brochures or carrier bags.



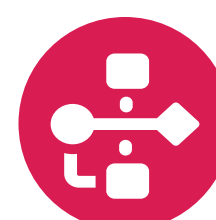
## B2B SHOPPING

Available anytime with just one click. You can find our entire assortment online at [orion-wholesale.com](http://orion-wholesale.com) and can order items quickly and easily.



## GLOBAL SERVICE

From Oslo to Montreal: we deliver products to our customers all over the world – quickly, deadline-oriented and of course at great prices.



## VERY MODERN LOGISTICS

From the fulfilment right up to the small orders and pallet orders – they all usually leave our warehouse within 1 to 2 working days.



## SERVICE & FLEXIBILITY

Do you have a question about a product and would rather order over the phone or do you have a complaint? We are available around the clock and on various platforms.



## FULL SERVICE

We are reliably at your side when it comes to all your sales questions. We are happy to develop individual sales concepts for your company.



# AS COLOURFUL AS LOVE: OUR VARIETY OF PRODUCTS & LABELS

We work with products that make people happy and if we're being honest, very few companies can claim that.

However, that's not the only thing that distinguishes us from other companies: not only do we have a unique variety of products in stock (15,000 items), we can also provide you with all the brands and labels that are relevant to the industry. Some of them are even exclusive.

## Bestsellers – Made by ORION

We have also created an own brand label assortment with customer-oriented product developments. This assortment is under strict quality control and now accounts for 50% of the total sales in the Wholesale department – the products are of course in promotional packaging which have various languages on them as well.



**Innovative & Diverse – Our Own Brand Labels** (Examples).



**Extremely Popular – Our Partner Labels** (Examples).



# UNCOMPROMISINGLY GOOD: OUR QUALITY PROMISE

We know that many of our products are used in the most intimate areas of the body. That is why we follow the guidelines for children's toys and the strict German quality standards especially when it comes to the production of sex toys.

Our in-house quality management team ensures that the strict criteria is adhered to and regularly works together with well-known laboratories – especially when it comes to the varying guidelines and regulations.

Many of our customers even do without their own quality control because we check every delivery of goods as well as doing the usual returns check. You will get all the information and necessary certificates from us for the sale of the products.







## CUSTOMISED, SALES-BOOSTING ITEMS: OUR POS SOLUTIONS

The first impression counts – that is why the Point of Sale is also one of the most important advertising spaces for your products. After all, the majority of customers make their decision to buy a product right here – usually impulsively and within a few seconds.

Do you need flyers for your assortment and are looking for neutral catalogues or posters? Are you looking for eye-catching ellipses, displays or carrier bags for your shop? We are happy to help you with this and will implement all your wishes quickly and in a personalised way – from the packaging designs to the advertisement designs for our retail customer magazine “Modern Emotion”.

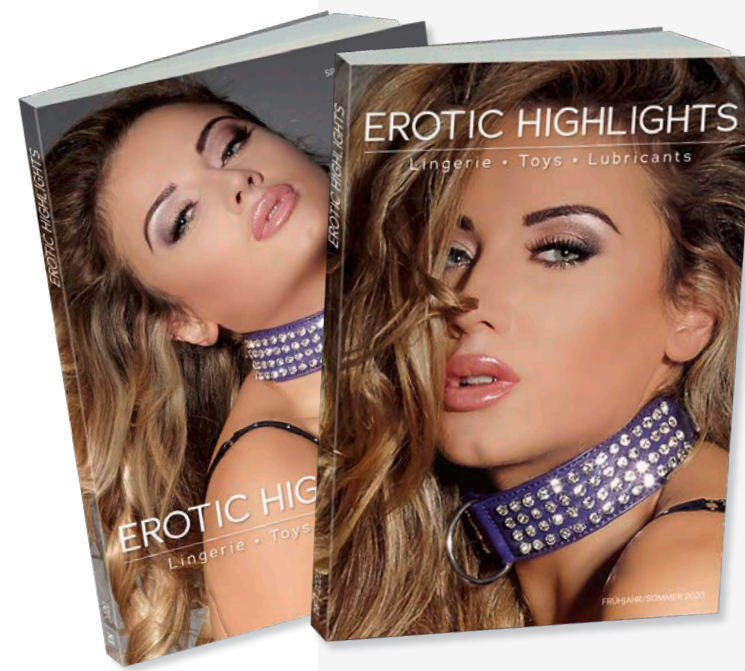
### Shopping 4.0

Retail stores are increasingly going hand in hand with online shopping. That is why we can offer you lots of attractive promotional material in different formats for your digital shop window – from 360° photos and product videos right up to digital fact sheets.



# STAND OUT ON OUR CHANNELS: OUR PARTNER MARKETING

More sales, more turnover and a significantly increased presence on the market – you can optimise your campaign planning for brands and products efficiently and make it even more professional with our cross-media partner marketing. This can be done online or offline – or even a wide-reaching combination of the two.



**Erotic Highlights**

- Neutral B2C catalogue
- Distributed by Wholesale customers



**Modern Emotion**

- Free B2C magazine
- Customer-relevant topics about pleasure



**MAG.**

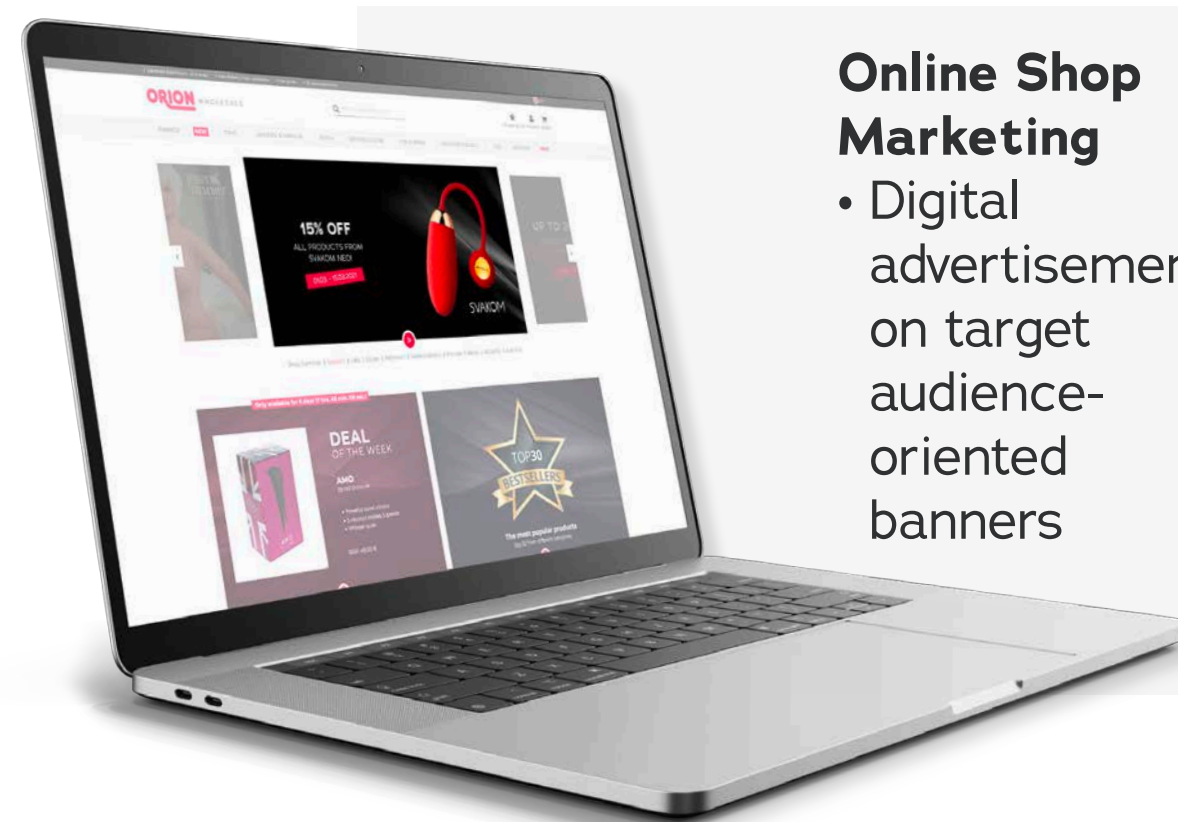
- Monthly B2B magazine
- Informs customers about all the Wholesale's novelties and trends



**ARE YOU INTERESTED?**  
Then get in touch!

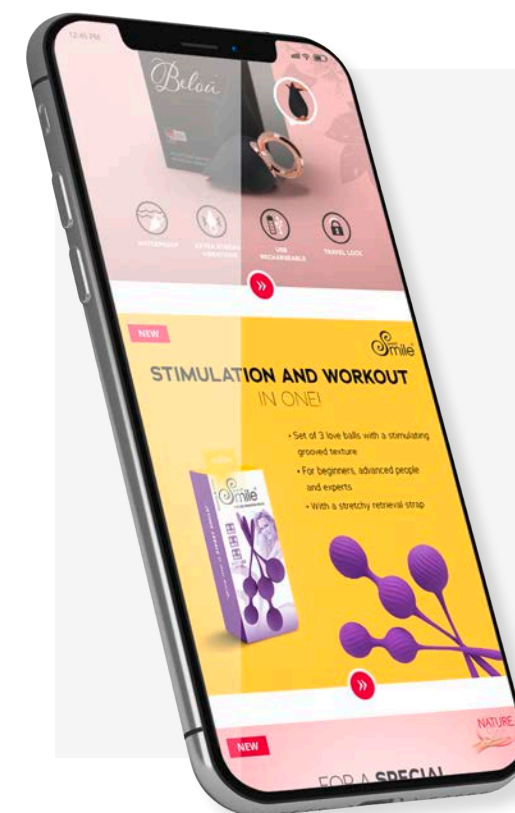
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Marketing & Promotion

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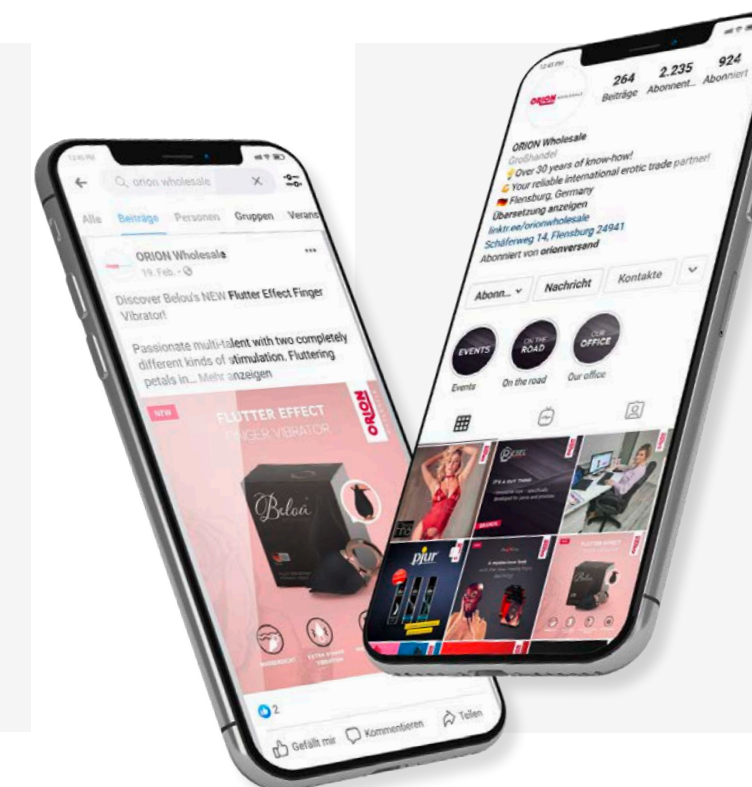
**Online Shop Marketing**

- Digital advertisements on target audience-oriented banners



**Newsletter Marketing**

- B2B advertisements in our weekly Wholesale newsletter



**Social Media Marketing**

- Numerous advertising options on Instagram, Facebook and Youtube



# JUST A CLICK AWAY: OUR B2B ONLINE SHOP

Log in, select, order. You basically pick up the goods you want directly from our warehouse – it's just more convenient.

## User-friendly shop

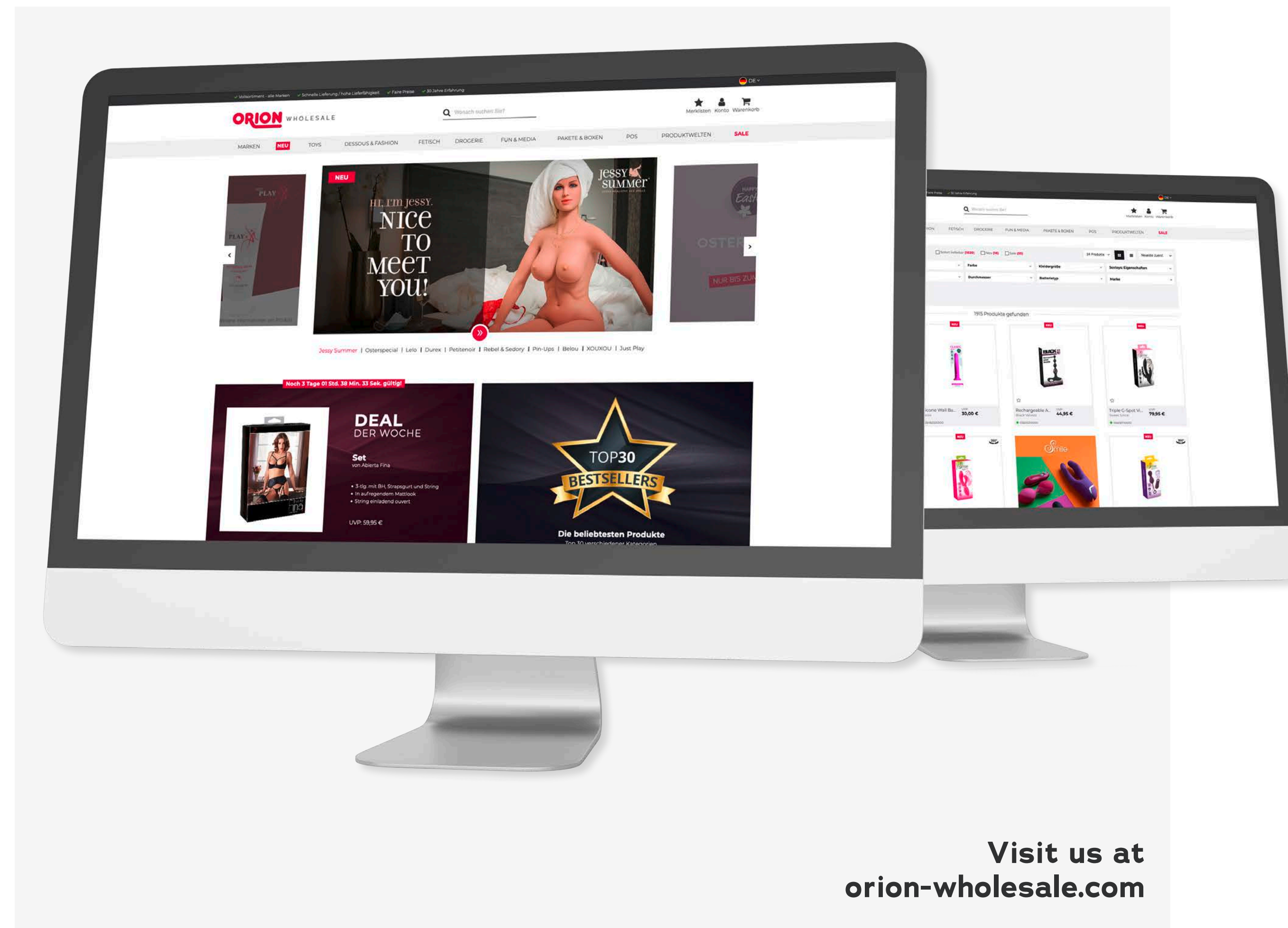
Our online shop is also easy to use: it is in 8 languages and it has simple navigation options and clear dropdown menus which make it very user-friendly. The 360° photos, product videos, size charts and more round off the shopping experience in a meaningful way.

## Promotional material - Easy to download

POS marketing can be so simple! All the download options for product pictures, brochures or sales help (e.g. fact sheets) are shown with the product in our online shop.

## Optimised workflow

You can now use our API access for extremely fast data and order transmission. Furthermore, your account balance can be viewed online at any time and your invoices can be easily downloaded. Items can also be automatically reordered from your inventory management. And you can check in real time whether the items needed are currently available and what prices will be charged.



Visit us at  
[orion-wholesale.com](http://orion-wholesale.com)

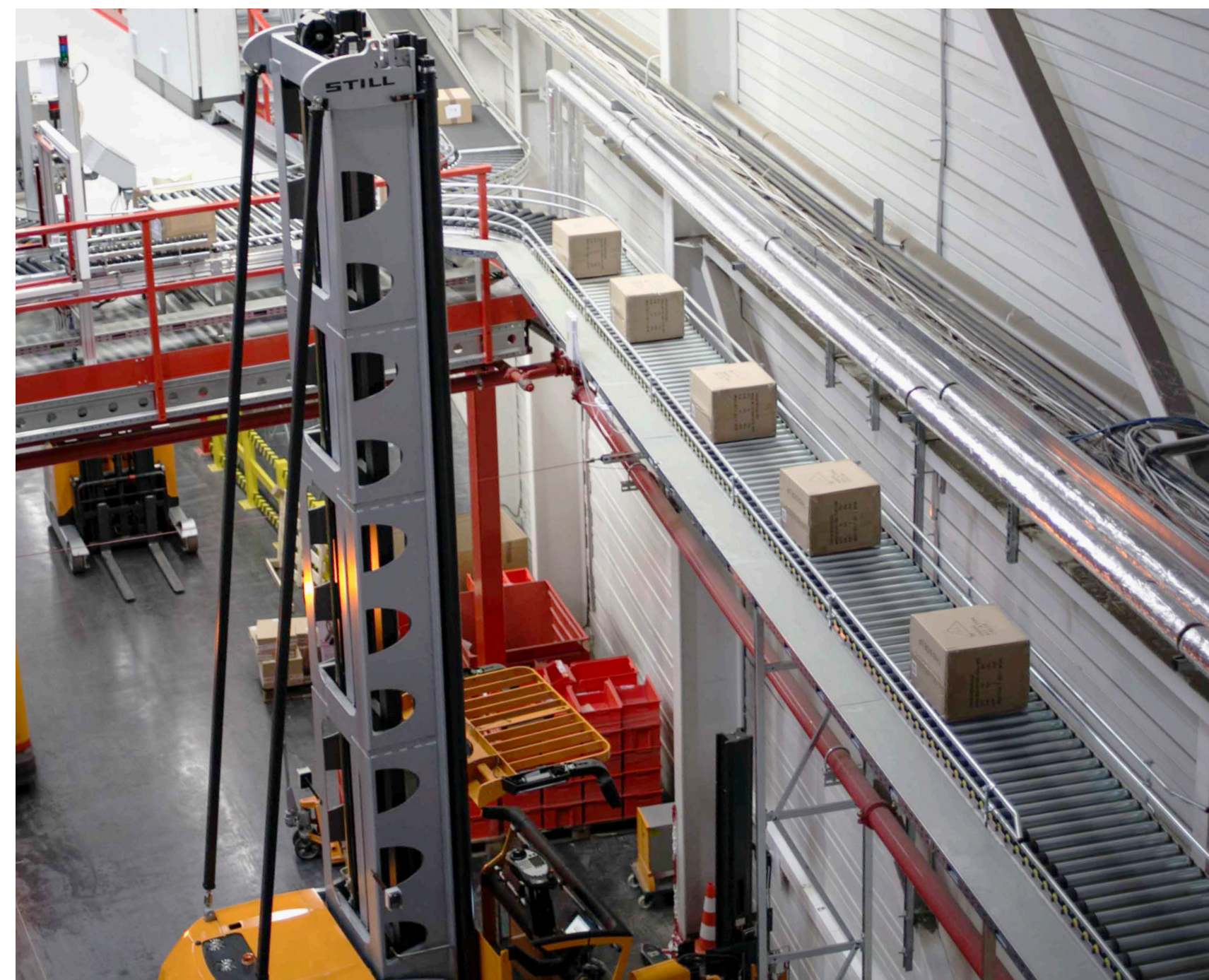


# THE HEART OF OUR COMPANY: OUR LOGISTICS

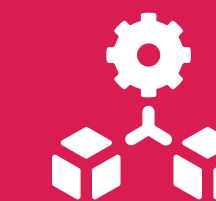
We move eroticism – quickly, flexibly and extremely reliably. We follow this motto by supplying our customers globally in this way. We even do the entire order fulfilment for some large retailers. However, the small orders and pallet orders usually leave our warehouse within one working day as well.

Our flexible high-rack warehouse is the key element of our Logistics department: a standardised, multi-order-picking system, the three pick-to-light systems and the two material flow computers ensure the quick processing of all kinds of orders. This is how we can ensure that our customers all over the world get their orders quickly.

**Would you like to be supplied by us?**  
We'll pack it and deliver it – and at great prices too!



70,000-80,000 items  
leave our warehouse  
daily



Automatic high-rack  
warehouse with six storage  
and retrieval machines



85,000  
carton storage spaces





# ORION AND SUSTAINABILITY

## Protecting the environment is sexy

And we want to take active responsibility. That is why it is important to us to incorporate sustainability into the entire life cycle of our products – from how individual items can be recycled right up to how the packaging can be separated. Furthermore, all of our electrical items are registered so that they can become part of the recycling process.

## Vegan pleasure

Many of our drug store items are already 100% vegan. Other products in our assortment are following as well – like the new fetish items from the “Vegan Fetish” label. The items are in an original leather look but they don’t contain any animal components.

## The packaging is important

Sustainable products are good. Sustainable products in environmentally-friendly packaging are even better. This is why all of our cardboard boxes are completely recyclable. Only recycled paper is used as padding instead of Airplus air cushions and approx. 60% of packaging tape is saved thanks to our new gluing machines.

## Sustainability is a process

We know that protecting the environment is a complex topic that is full of challenges. However, we will continue to be sustainable and continue to develop our environmental protection measures – in a future-oriented way and of course in unison with our products and the way we sell them.

**You can find more information here:**  
[orion-wholesale.com/service/sustainability](https://orion-wholesale.com/service/sustainability)





## THE FUTURE'S AHEAD!

### **We are the sexperts**

We receive all the important information and suggestions from retailers and customers when it comes to eroticism. We also receive valuable knowledge from sex therapists as well. We use all this information and knowledge to optimise our products so that they are even more successful and so that we can develop popular new trends.

### **Innovative products are important**

However, reliable delivery capacity and an optimised flow of goods are also important. We are well-equipped for this thanks to our modern, automatic high-rack warehouse and flexible warehouse logistics.

### **Personal service remains the most important factor**

This is how we are able to guarantee our customers the best possible and customised service in the future. Customer satisfaction is always our biggest motivation. That is why we give our all every single day – in an uncomplicated, fast way and always with smiles on our faces.



# CONTACT

Would you like to get to know us and our products better? Then get in touch!

## ORION Wholesale

Telephone: +49 461 5040 -308

E-Mail: [wholesale@orion.de](mailto:wholesale@orion.de)



[www.orion-wholesale.com](http://www.orion-wholesale.com)



[@orionwholesale](https://www.instagram.com/orionwholesale)



[facebook.com/orionwholesale](https://facebook.com/orionwholesale)



[youtube.com/c/orionwholesale](https://youtube.com/c/orionwholesale)



vibepad

Abierta  
FINA

Belou  
BE SATISFIED.

Cottelli  
COLLECTION

Cottelli  
BONDAGE

An overview of the  
**VARIETY OF LABELS**

GO GASM  
Orgasm  
to Go!

Sweet  
Smile

NEK

REBEL  
MEN'S GEAR





Abierta  
**Fina**

**ELEGANT SEDUCTION**

- THE high-class label for women
- Crotchless, delicate, with attention to detail
- Thrilling and provocative femininity



Find Abierta Fina at  
[orion-wholesale.com](http://orion-wholesale.com)



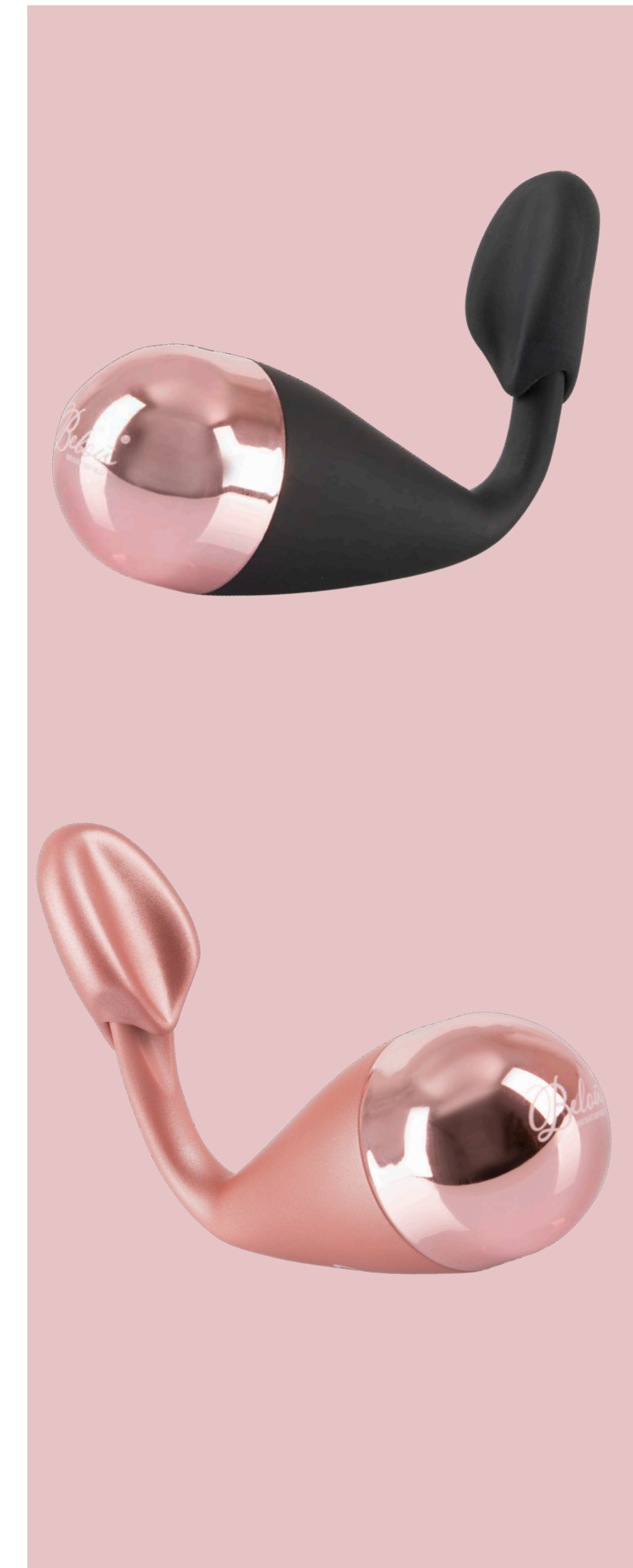




*Belou*  
BE SATISFIED.

**CREATIVE TOYS FOR WOMEN**

- Ideally suited to the female anatomy and pleasure
- A real upgrade for love-making



Find Belou at  
[orion-wholesale.com](http://orion-wholesale.com)

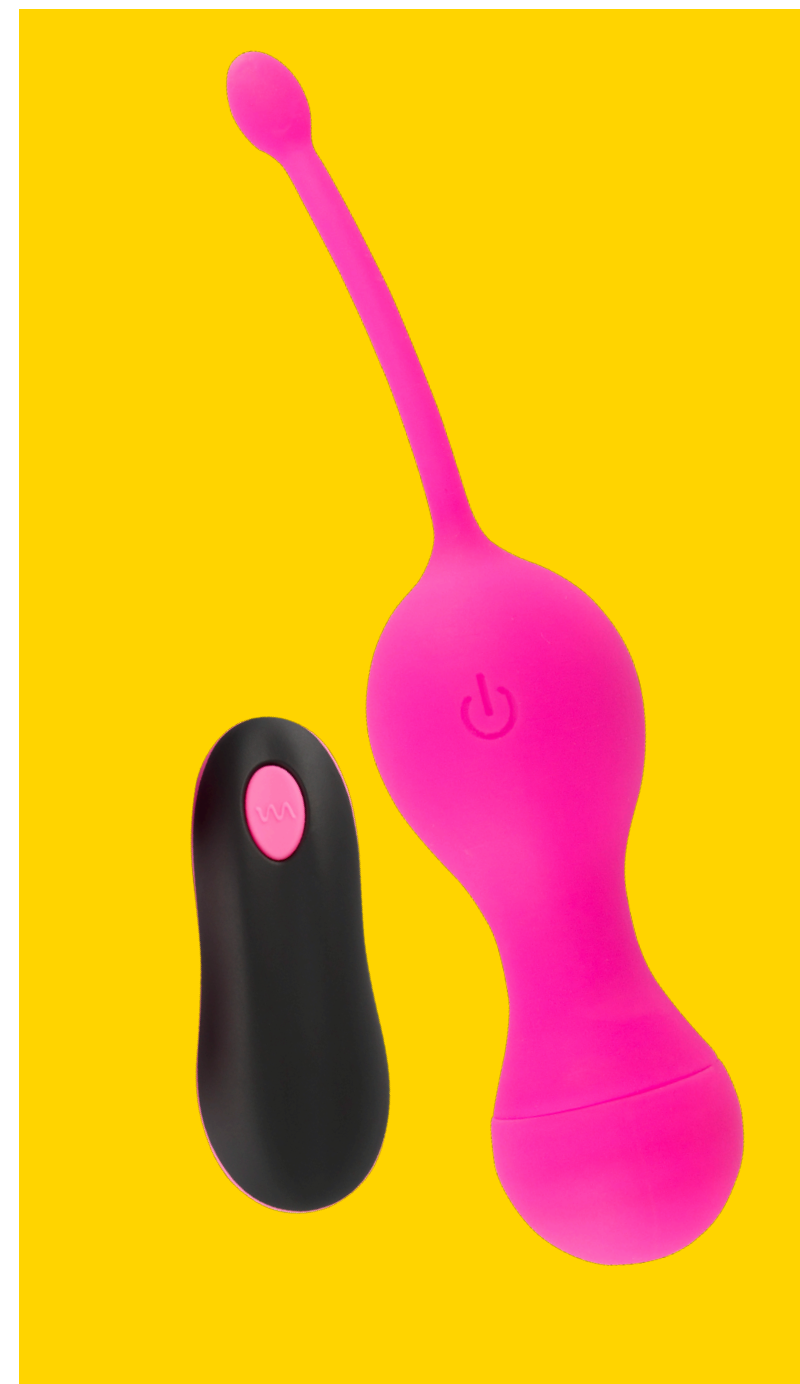
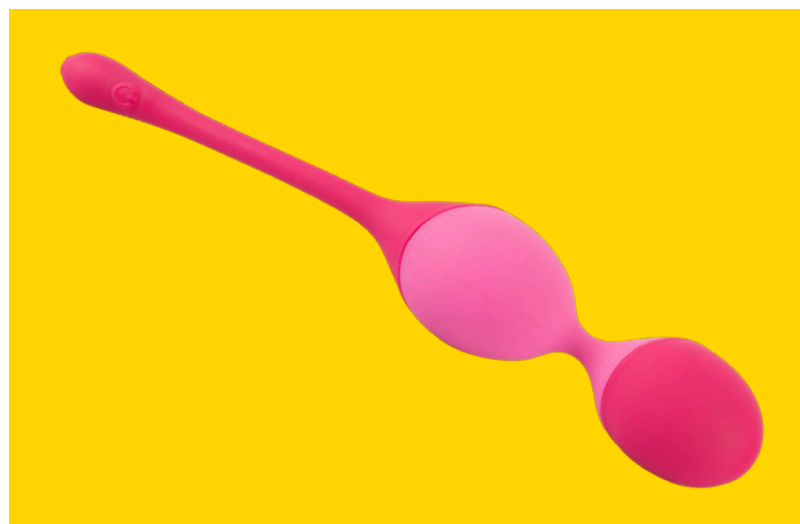




**Sweet Smile**

**MORE FUN FOR HIM, HER AND COUPLES**

- Imaginative silicone toys in a colourful design



Find Sweet Smile at [orion-wholesale.com](http://orion-wholesale.com)





**REBEL**  
MEN'S GEAR

**IT'S A GUY THING**

- Innovative toys – specifically developed for the penis and prostate



Find Rebel at  
[orion-wholesale.com](http://orion-wholesale.com)



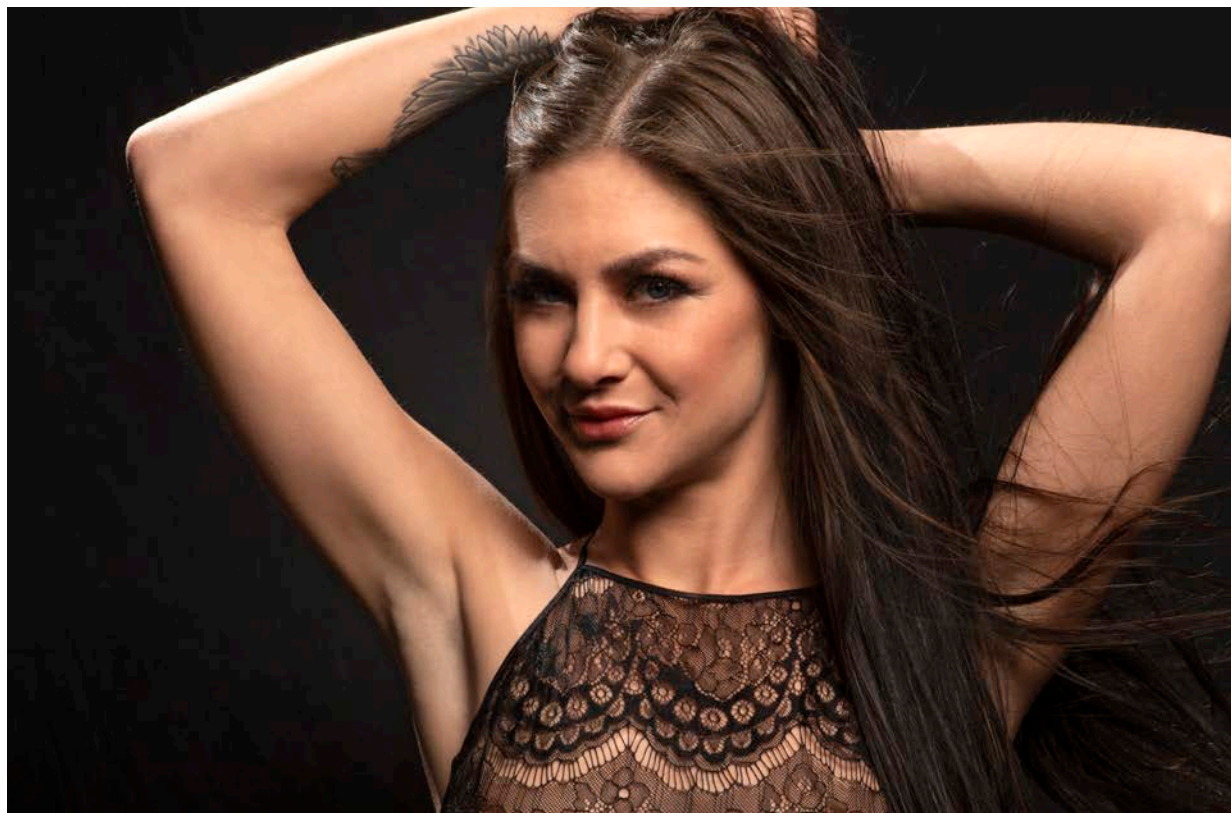




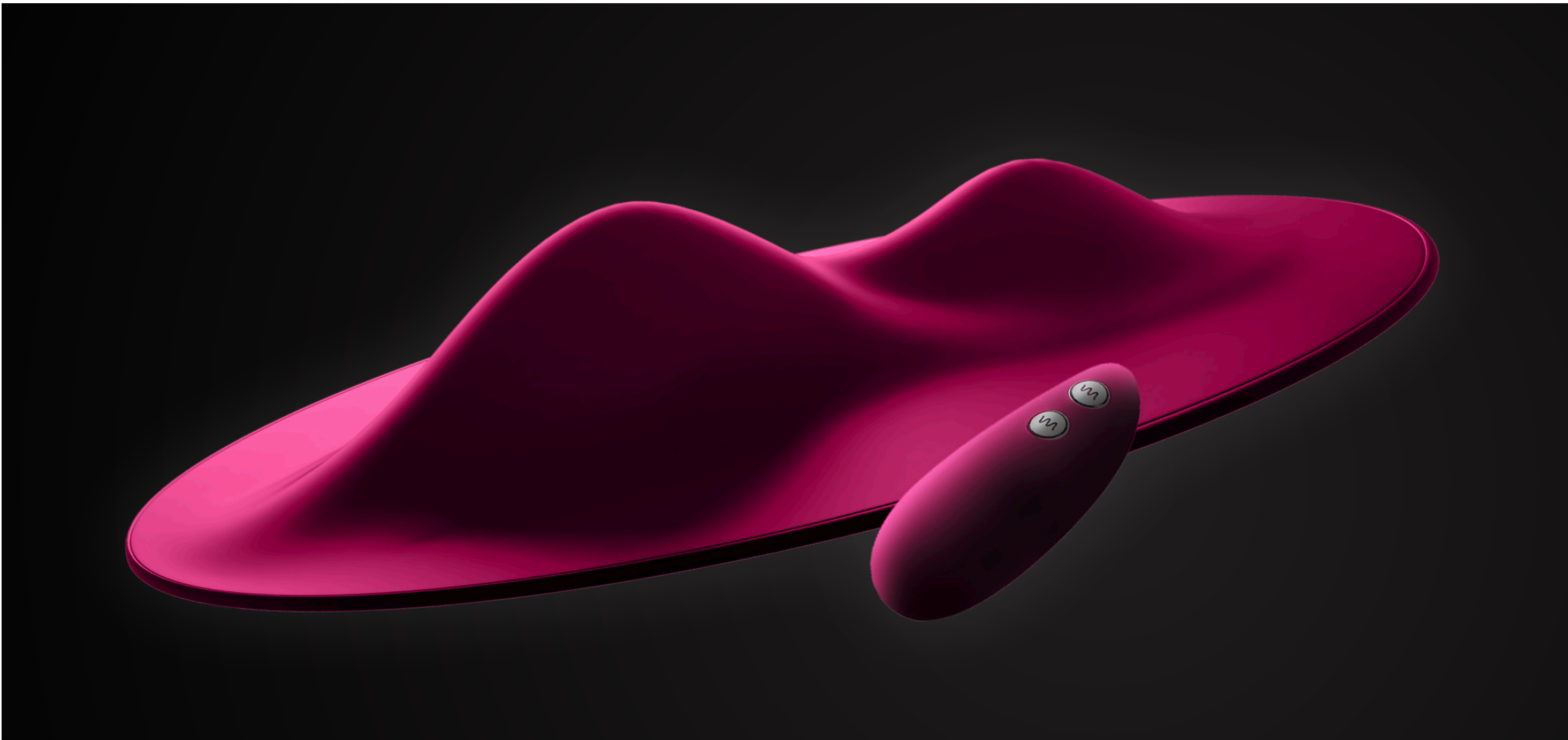
vibepad®

**REVOLUTIONARY KIND OF EXTERNAL STIMULATION**

- Intense orgasms: elegant – comfortable – precise
- Silky soft silicone and wavy shapes that perfectly adapt to the body



Find the Vibepad at [orion-wholesale.com](http://orion-wholesale.com)







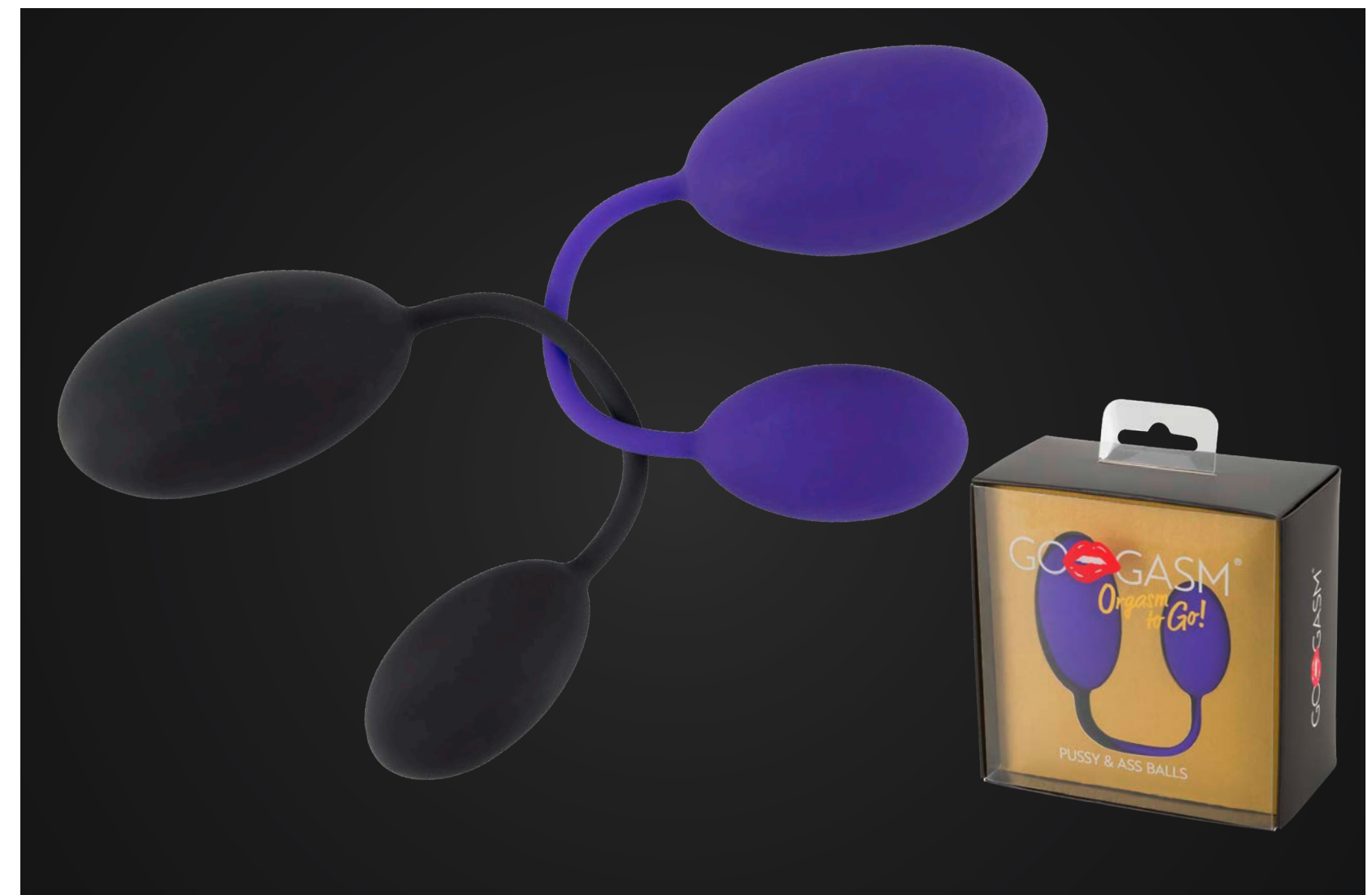
**GO GASM**  
*Orgasm to Go!*

**PLEASURABLE STIMULATION**

- Orgasm toys for a woman's intimate area



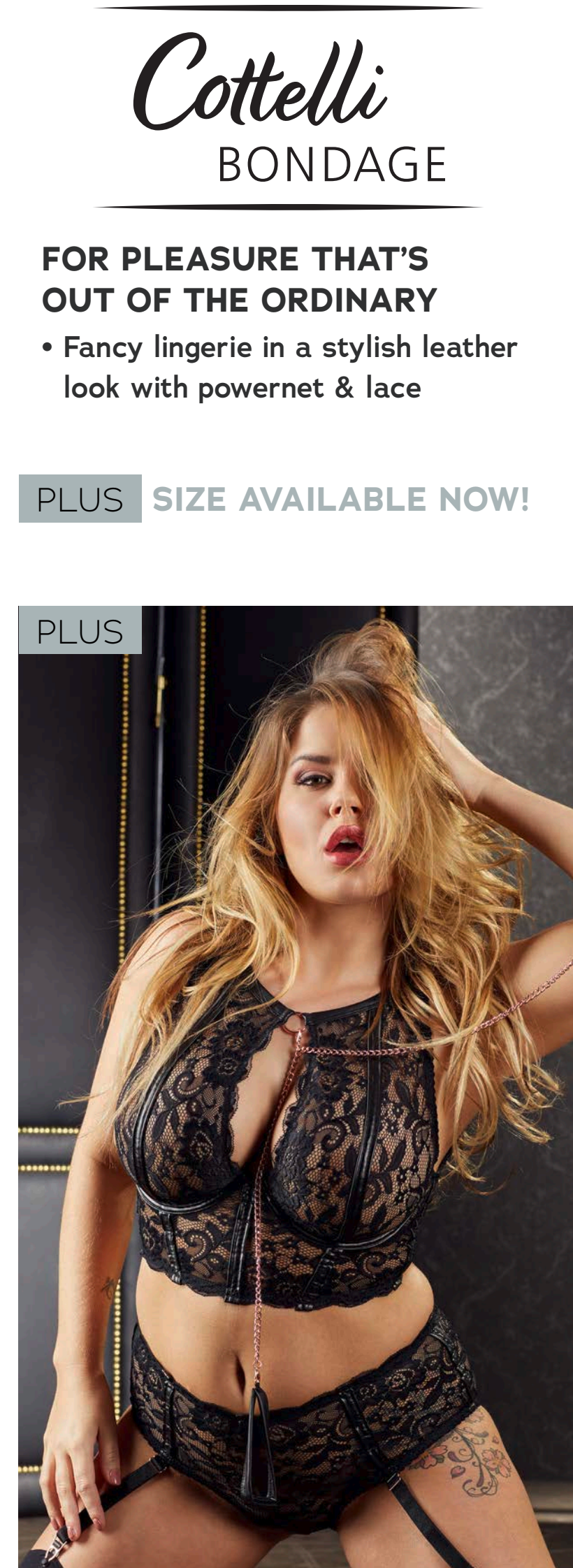
Find GoGasm at  
[orion-wholesale.com](http://orion-wholesale.com)







Find Cottelli Bondage at [orion-wholesale.com](http://orion-wholesale.com)



## Cottelli BONDAGE

FOR PLEASURE THAT'S  
OUT OF THE ORDINARY

- Fancy lingerie in a stylish leather look with powernet & lace

PLUS SIZE AVAILABLE NOW!





# Cottelli

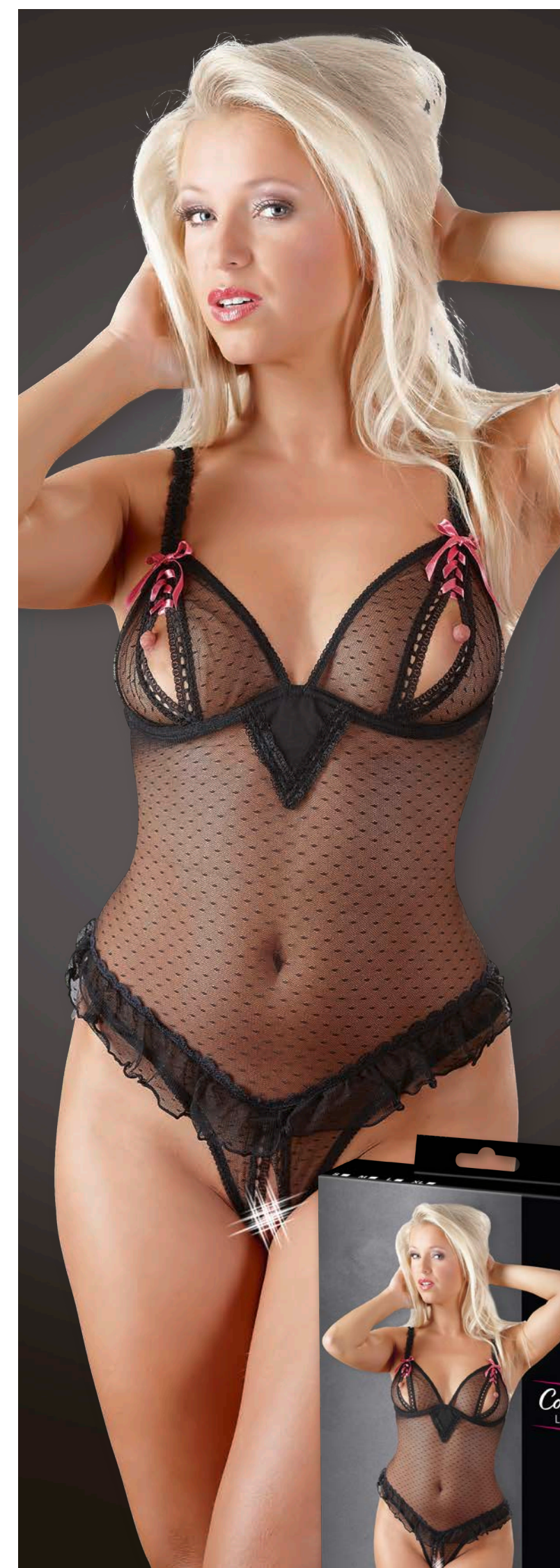
COLLECTION

## SENSUALITY MEETS SOPHISTICATION

- Trendy lingerie for breathtaking curves
- Confident, playful and always ultra sexy



Find Cottelli Collection at [orion-wholesale.com](http://orion-wholesale.com)







Find NEK at  
[orion-wholesale.com](http://orion-wholesale.com)



# NEK

**PARTY, FASHION AND STREET STYLE**

- Masculine looks for trendsetters who love to experiment
- Stylish, casual and a high-quality finish





**ORION** WHOLESALE  
BUSINESS MEETS PLEASURE

**ORION-WHOLESALE.COM**

Tel. +49 461 5040-308 · wholesale@orion.de