



Koppen Creative

It's all about experience!

Koppen Creative Magazine

Handout version September 2021

KoppenCreative.com



All specialists for custom design under one roof!





Koppen Creative is part of Koppen Europe and has been active on the Dutch and European markets for 35 years. Koppen was founded in 1986. What once started with the sale of small toys for schools has now grown into an international company. Koppen is active in different markets in more than 40 countries.

Our entire collection can be viewed and ordered directly in our showroom. Via our own distribution center, we take care of shipments to various customers in Europe and far beyond on a daily basis.

Koppen Creative offers an extensive range of products with the best price-quality ratio and has all specialists under one roof to support you as customer. One of the reasons why Koppen is seen as a total partner for customers in the catering, sports and leisure industry.

We keep a close eye on developments in the field of merchandise and design and ensure that all our products comply with the latest laws and regulations. Our customers are assured of a wide and up-to-date product range. We are happy to advise you on this. Koppen stands for flexible, committed, trustworthy, proactive and professional. Our specialists understand the needs of the customer in every segment.

We support projects worldwide that are committed to improving the well-being and fun of children and strive for a sustainable world.



All specialists under one roof!



Custom design

Our designers guarantee appealing and original creations, tailor made characters and custom design of merchandise products.



Storytelling

By starting with the beating heart - the unique story - of your mascot, our storytellers develop characters with a right to exist.



Merchandise

Koppen Creative has more than 30 years of experience in merchandise and products for the hospitality industry.



AR & VR

Our AR & VR specialists bring objects to life in a virtual world, packed with a fun experience.



Mascots & costumes

Our workshop manufactures top quality mascot suits and spectacular costumes for theater and shows.



3D-Shaping

Design objects in 3D from small to large format make your product or mascot stand out even more. Koppen Creative likes to think along with you!



Film & Animation

Bring your characters and products to life with animated stories and compelling presentations, suitable for your digital signage solutions and online presence.







Custom design



Koppen Creative has its own design department for bespoke designs and products. A professional team of designers, typographers, illustrators and photographers creates new and appealing products, designs and packaging for our customers in Europe every day.

We also provide the designs for various marketing purposes. In addition, you will receive isolated photographs of every product you purchase from us.

The uniqueness of this everything-in-house concept is that we are independent and flexible. We can therefore switch quickly instead of having to wait for third parties. This allows us to start production more quickly or deliver design solutions faster.

Developing customized products is a daily practise at Koppen Creative. There is a wide choice of products that can be made to measure. Much attention is paid to a catchy design in combination with a good and high quality product. We are happy to translate the

wishes of the customer into a specific tailor-made product. Whether it's a menu box, a big stuffed animal or a key ring hanger: we make sure that it matches the identity of your brand!

Areas of application

With custom design you can think of:

- Character design
- Concept art
- Park maps and ground plans
- Illustrations and infographics
- Comics & cartoons
- Coloring pages
- Restyling
- Theming
- 3D-models
- Grafic arts
- Online and offline marketing material





Sabine

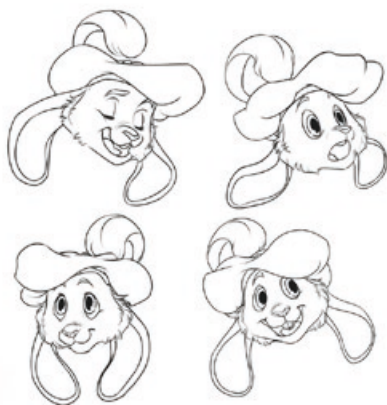








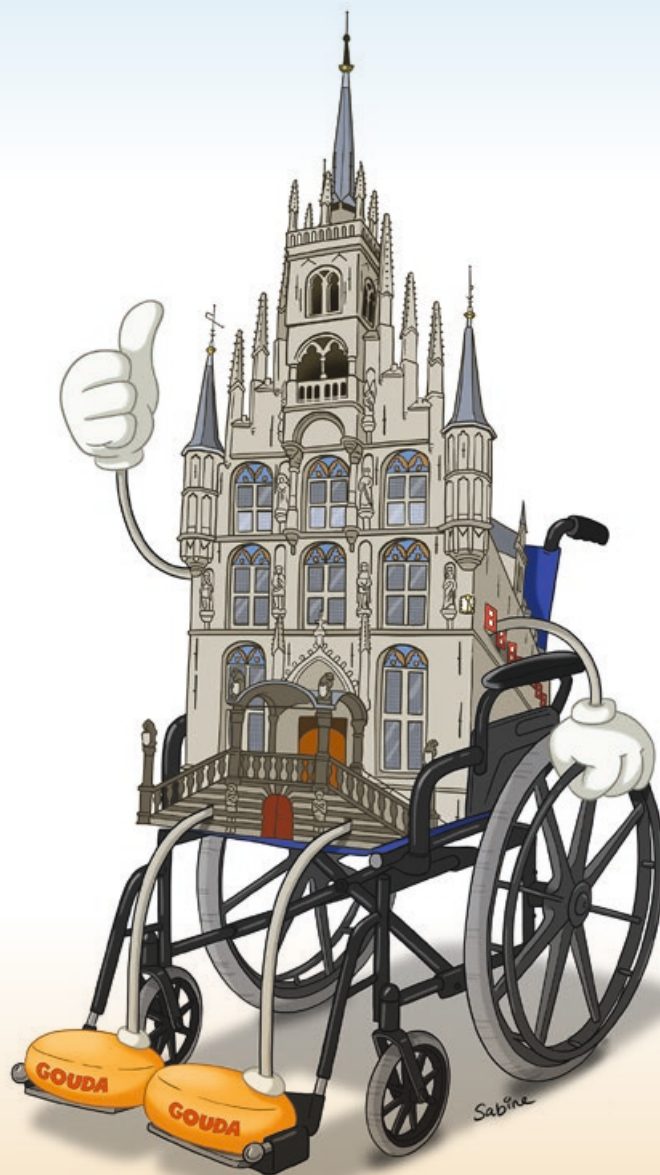
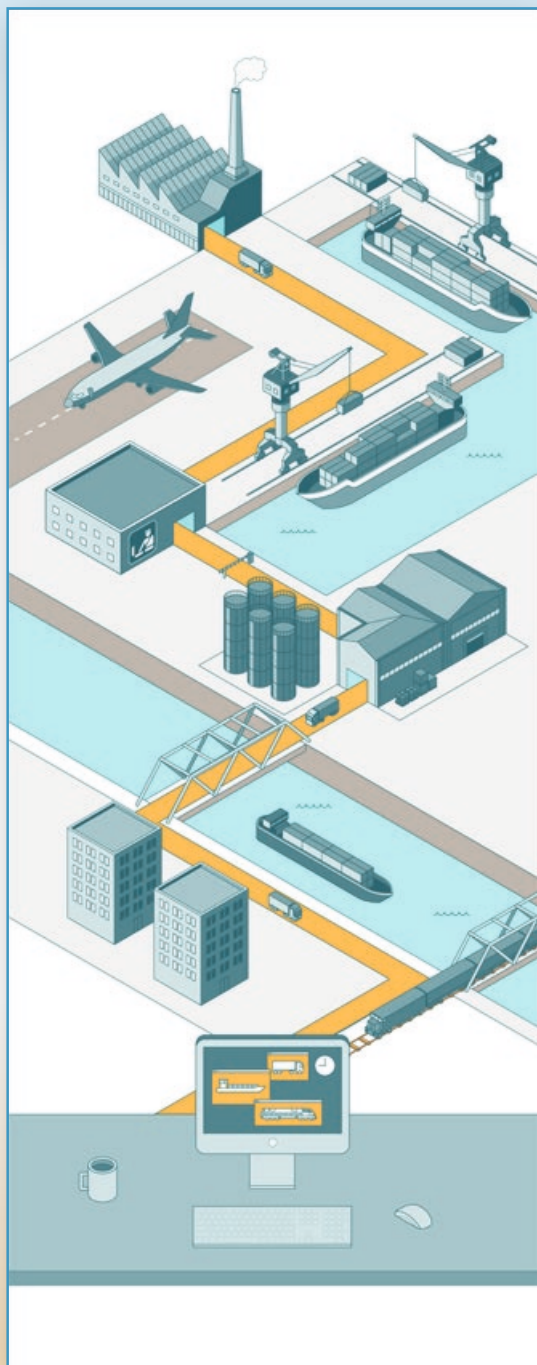
























Storytelling

For us, your character is more than a mascot suit or toy item. More than external features. Koppen Creative believes in the added value of storytelling and experience. We provide your figurehead with a fully-grown identity and a unique fictional world.

By starting not with the surface, but with the beating heart – the unique story – of your mascot, our storytellers develop characters with a right to exist. Even before the first sketch is on paper, your characters can relate to a wide audience.

Character development

Koppen Creative is distinctive in character development. For us, a generic character is not enough. We are not satisfied until we have given your audience a lasting memory. An encounter with a character that perfectly represents your park or project.

That is the power of storytelling. We provide each mascot with a unique identity through a colorful story and character development. Vibrant, fictional worlds that match the signature of your company or park. Koppen Creative breathes life into your figurehead!







Merchandise

Koppen Creative has more than 30 years of experience in toys, merchandise and products for the hospitality industry such as menu boxes, cuddly toys, drinking cups, slush cups and ice cream cups. This is one of the reasons Koppen is regarded as one of the largest partners in this field in Europe.

Our team of buyers and designers can provide attractive products to match the identity of your company or leisure park. We ensure that all imported products comply with European laws and regulations. You will receive an isolated photograph of each product and a statement that it complies with the standards.

Experience is very important at Koppen Creative. We want this to be reflected in the toys, merchandise and other products. Your guest's experience should provide a pleasant memory to look back upon when your guest is back home. We will work with you to see how we can optimize this effect. A nice memento of your holiday park (or company) is the beginning of repeat business as well as a strong advertising tool.

Below you will find a selection from the range of products that we can supply. Of course, we are happy to look at your own ideas as well. With our own purchasing office in Hong Kong, we have direct contacts with China, Taiwan, Korea, Indonesia, India, Pakistan, Vietnam and Thailand. It would be crazy if we could not find a suitable product for you!

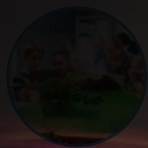
A random selection from our products:

- Cuddly toys and plush
- Catering: menu boxes, slush cups, drinking and ice cream cups
- Stationery and creative products
- Games & puzzles
- Wood and sustainable toys
- Bags and backpacks
- Clothing and caps
- Swimming pool, beach and summer seasonal products
- Pillows and duvets
- Books
- Looking for something else? Feel free to ask us!









AR & VR



Augmented Reality

With Augmented Reality (AR), computer-generated images are shown as an additional layer over the real world. Augmented literally means 'enhanced', in other words you add digital content to reality. For example, you can view a virtual table and determine before purchasing it whether it fits in your house. This can be done in two ways: by looking at the screen of a smartphone or tablet on which an app combines live camera imagery with added AR elements, or with special goggles that project AR elements in front of your eyes.

AR is great for fantastic games! For example, in a restaurant you point your smartphone at a placemat, after which virtual characters stand up on the table and start walking around. Or a coloring page comes to life with the same colors you used for the actual coloring!

Virtual Reality

Virtual Reality (VR) is a computer technique that makes it seem like you are in a different reality. Special VR glasses replace the visible reality with a computer-generated image. The glasses contain a screen and block your view of the outside world. Because both your eyes are fed their own image, you get to see depth in the virtual environment. In other words, you look at a virtual world in 3D.

VR is a wonderful technique to explore new, not yet existing environments with. For instance: a new section of a theme park. Or use VR to create new, creative games in which the visitor is completely immersed.





Mascots & costumes

A special costume for every event! We have been working with Bedazzled by Dian for years for mascots, costumes and prop sets. Dian has more than 23 years of experience in designing and manufacturing the most beautiful products. These creations can be admired all over the world: at festivals, TV shows and at various well-known companies. With us, creativity, craftsmanship and quality come first. The entire production, from design phase to the choice of materials and actual fabrication, is in safe hands with us. With years of experience, we know how to convert your wishes and needs into beautiful, unique costumes.

You create the best experience with the right mascot

A mascot, everyone immediately knows what it means. A person in a suit trying to brighten things up, without saying a word. He or she makes people laugh with non-verbal communication.

For the person acting in the suit, having a good costume is just as important as a good dose of humor. It is the first thing the visitor sees. It directly determines what kind of emotion is evoked. Is it a cute mascot? Then it will be responded to lovingly. Is it a sturdy and cool mascot? It likely will do very well with the boys. A mascot can already set the mood by its appearance.









Promotional costumes

Launching or promoting a new product? A promotion only succeeds if everything has been taken into account. From the decoration of the location of the launch to the moment of unveiling the product, the visitor should never forget this moment. Good decoration should include appropriate clothing for employees as well. The costumes for promotional activities range from mascots to beautiful dresses for the ladies. We can provide for everyone and no wish is too crazy!

Steal the show with exclusive theater costumes

A theater show only makes an impression if the costumes fit seamlessly with the story to be conveyed. We know what to look for in the production of theater show costumes and how to make theater clothing perfectly matched to your new show. With 20 years of experience in this field, we won't shy away from anything. As far as we are concerned, everything is possible. Together we will make your show a success!



Dazzling and functional show costumes

We have worked with special requests for several major events, including TV shows. Think for example of Holiday on ice and Stars dancing on ice. Developing a costume that looks beautiful, but is functional at the same time, requires skill and experience. We can do that like no other. Skating and dancing is impossible in a static outfit. A lot was asked of us here, but the result was there. We received nothing but positive reactions from both the wearers of the costumes and the viewers. That makes us proud every day!





Circus costumes that live up to expectations

To leave an unforgettable impression, it is important that the costumes are beautiful. Together with us you can discuss ideas and we come to a design that makes you happy. We have previously made costumes for Circus Herman Renz, Circus Bongo and Circus Marin Hanson.

Walking Tables & Champagne Ladies

The Walking Tables & Champagne Ladies are special projects that can be made for any theme and occasion. They give a special touch to every party, trade fair, opening or business event.



Be enchanted by our specials & prop sets

Besides costumes, we create scenic backdrops, prop sets and decorations. Beautiful surroundings contribute to the overall impression a visitor gets. A beautiful costume is step one, a beautiful set completes the picture.

Ranging from small projects to large projects such as Efteling & Sinterklaas, every project remains equally important to us. No matter how large the production, however detailed or coarse the props must or may be: everything is taken care of down to the last detail. You will receive a decor where people can shine!



***"Welcome to
home of the
Global Truck"***

Caspar & Bas van Heertum



3D-Shaping

Would you like to have a unique design object made? Want to stand out and promote your product, brand or mascot in a unique way? Koppen Creative likes to think along with you!

3D Advertising Objects

Koppen Creative specializes in the production of large 3D objects. Think of full size figures of mascot characters, XXL blow-ups of products, logos and unique shop window objects. From the first sketch we translate your unique character to a large format 3D model. We can enlarge any product to an extra large copy. This provides the ultimate brand activation that customers cannot ignore. Would you like a large text or logo on the wall? We got it! Our 3D letters and texts are made from polystyrene foam. This is lightweight, recyclable and economical. Our 3D objects can be found at events, festivals, fairs, adventure parks, playgrounds, food trucks, shops and much more.

Create a fairytale setting!

Theming with 3D objects for your amusement park, indoor playground or camping. Digital technologies make it easy to give you a complete picture of your project before we even start physical production. Based on your ideas, we create a 3D model that we use as a starting point. No idea is too crazy in this regard, we can make anything! We produce the most creative shapes based on foam models. This is usually manual labour, assisted digitally by 3D milling machines.

Polyester objects have a very long lifespan and are therefore very suitable for themed outdoor play objects. Our expertise and experience in processing polyester ensures high-quality top products.

Think of playground equipment, decorative scenes in a holiday park, decoration with rocks, waterfalls and bridges of a subtropical swimming pool, challenging objects for Indoor Glow Golf, etc. It can't be crazy enough, challenge us!

3D Art Objects

Would you like to have a unique work of art, statue or sculpture made? We like to think along with you. The art objects from our workshop are made of polyester and/or a synthetic resin. Art in public spaces can be made completely vandal-proof and treated with an anti-graffiti coating. Every color and painting technique requires different skills. We provide consultancy in determining the right finish for a super sleek result. Would you like us to outsource and supervise the placement of the artwork? We are happy to do that for you too. We can also make construction calculations and request a traffic plan for placement in or around public spaces.

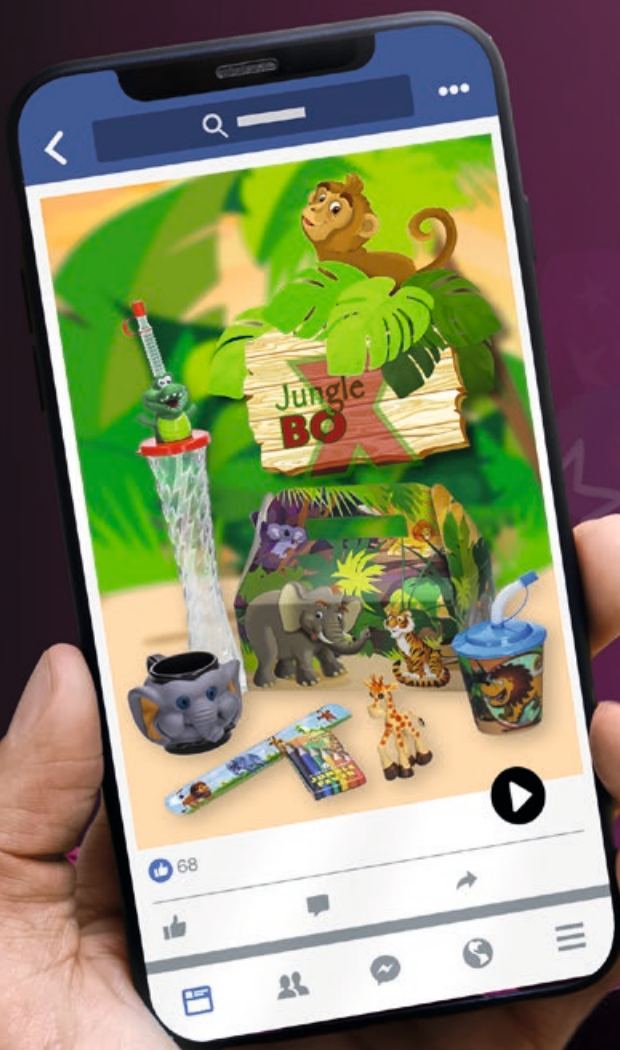
3D Signing

3D letters can be milled from materials like acrylic plastic, wood, forex, dibond, aluminum or stainless steel. The most beautiful creations can be made, varying from 3 to 19 mm in thickness. These letters are often used as facade advertising on a building or as embossed letters on a wall.

Larger format letters are also possible: then we use a hard foam as the base material, which can later be provided with a durable finishing layer. Also very suitable for outdoors!









Film & Animation

Your products, attractions and events in the spotlight on all kinds of screens? At our animation studio, we make dynamic short films. We bring static images to life! We transform existing material to video animations. All kind of material can be used as a starting point. Think of photo's, corporate identity elements, characters, artwork of merchandise and other products, packaging, menus and other designs that are made for print or internet.

Commercial and informative eye-catchers

Our animations can be seen on screens in all kinds of locations. Think of displays at food corners, theme decoration at attractions, shows

and events, in-store advertising, cinema advertising, TV commercials and narrowcasting applications. And don't forget the impact of animation on various social media platforms!

Concept and creation

Designing animations with moving images, that is what we do best. We create attractive animations from photos, illustrations, corporate identity elements and text. If desired, complete with music and a voice-over. Do you already have a storyboard or script? We can use that as a starting point. If not, we create a storyboard for you. Based on your instructions, we create animations according to your wishes.



Purchase

The buyers of Koppen Creative and Koppen Europe visit various manufacturers, trade shows and fairs all over the world throughout the year. This allows us to make a broad and qualitative selection of products with which the sales department can move forward.

Thanks to our years of experience, we dare to say Koppen is one of the best in the market. In addition to our wide, permanent collection, we offer plenty of products that can give an extra boost to your turnover because these items are destined to rise in popularity. We like to think along with you!

Tailor made products

Our purchasing department and design studio will work with you to make custom products. Together, we create a product with a design that fully matches the identity of your company or brand.

We monitor the project with our own project manager who switches between you as a customer, our purchasing department and the design department. With this we keep track of the delivery and processing times so that your order is delivered on time and correctly.



Quality

In addition to creativity, quality is of paramount importance at Koppen Creative. Children love toys and other colorful items. It stimulates their imagination and stimulates their development. Children are a vulnerable group and therefore the safety of the articles is our top priority.

Koppen has the articles made by reliable manufacturers. Usually this happens in the Far East. We have built lasting relationships with several manufacturers for over 25 years. Our products are produced under good, fair and safe conditions. Our purchasing team keeps a close eye on this.

The entire purchasing and production process is laid down in quality procedures. Our team of specialized employees monitors quality and ensures that products are additionally tested where necessary to ensure that they comply with legislation and regulations.

We keep a technical file of all products produced in order to guarantee safety. This allows us to provide the articles with a CE mark with confidence. All products are tested according to international standards at renowned test laboratories such as SGS, TÜV and Eurofins. We also carry out extra checks ourselves, because only when we are sure that it is safe do we start production. Random checks during production and thorough analysis of the production process guarantee the quality of series production.





Showrooms

We are never far away from our customers. Koppen Europe's head office, with the showrooms for toys and merchandise, is located in Geldrop, in the south of the Netherlands. Close to the Belgian and German borders and a 15-minute drive from Eindhoven Airport. We also work with agents in various countries and regions.

The head office has a showroom of more than 500 m², plus an additional, separate showroom for Koppen Creative that is focused on merchandise and products for the catering and leisure industry.

Come see our complete range of toys and merchandise products in our showrooms. You will be presented with new concepts and trendy products that will inspire you. We help you to put together a complete and fitting package for your company, club, holiday park or project.

Koppen Creative offers tailor-made customizations in the field of design, merchandise, mascot suits and theater costumes. But you have also come to the right place for storytelling, AR / VR and 3D Shaping to help you boost your brand experience.

We look forward to welcome you in our showrooms! Schedule your visit today. An online visit to our showrooms is possible as well. Please see our website [KoppenCreative.com](https://www.koppencreative.com) to contact us.





P O W E R E D B Y

KOPPEN FOUNDATION

Make kids smile!

Koppen Europe has regularly supported beautiful projects. In 2020, a separate foundation for this purpose was set up under the name 'Koppen Foundation'.

With the Koppen Foundation we support various charities and projects for the greater good in the Netherlands and abroad. A child's smile often says more than a thousand words!

Of the total turnover of Koppen Europe, a percentage goes to the foundation to make impossible things possible! The more projects we can do together with our customers, the more children we can make happy.

Let's make kids smile!





Trade shows

Koppen Creative is usually present at the following fairs every year.
See the related websites for exact dates and more information.

IAAPA Expo Europe 2021

Sept 27-30, 2021 in Barcelona, Spain

Koppen Creative can be found in hall 2 at booth number 2-326.

(Please refer to the extra section on the right side of this page.)

IAAPA Expo Europe 2022

Sept 13-15, 2022 in London, England

Recreatievakdagen

(Recreational Trade Show for the leisure industry)

Nov 16-18, 2021 in Hardenberg, The Netherlands

www.recreatie-vakbeurs.nl

Horeca Expo Gent

(Hospitality Trade Show Ghent)

Nov 21-25, 2021 in Ghent, Belgium

www.horecaexpo.be

Horecava

(Hospitality and Recreational Industry Trade Show)

Jan 2022 in Amsterdam, The Netherlands

www.horecava.nl

IAAPA Expo Europe 2021 – Barcelona

Date: September 28, 2021 – September 30, 2021

Event Type: IAAPA Expos

Region: IAAPA Europe, Middle East, Africa

Conference: September 27 – 30

Trade Show: September 28 – 30

Location: Barcelona, Spain

Booth KC: 2-326

Step into a world of fresh possibilities as you connect with your peers and discover innovative ways to improve operations, increase guest satisfaction, and grow revenue. The future of the leisure industry starts here.

Who will be there?

IAAPA Expo Europe 2021 will be an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community.

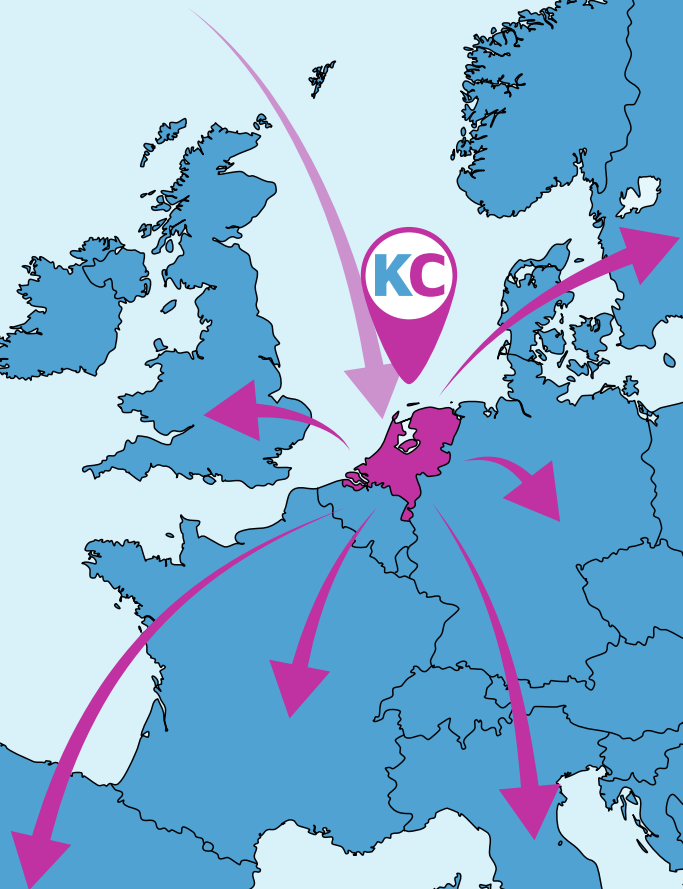
Plan to attend the biggest event in Europe, the Middle East, and Africa for the leisure, attractions and entertainment industry!

www.iaapa.org/expos/iaapa-expo-europe





Koppen Creative



Contact

Koppen Creative

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🌐 KoppenCreative.com

Are you looking for something, but are you not sure what exactly?
No problem, we are happy to help! Read more about requesting our services in the section on the right side of this page.

Free shuttle service

✈ Free pickup from Eindhoven Airport and Eindhoven train station
(15 minutes)

🚆 1 hour and 15 minutes from Amsterdam Airport / Schiphol
(free pickup from Eindhoven train station)



Make your request

Would you like to have your own custom design, mascot, costume or merchandise made? Or are you interested in our other services? We are happy to send you a quote, without any obligations.

You can contact us by using the form on our website KoppenCreative.com. Would you rather speak to us personally? Feel free to call us on +31 (0)40 286 82 79 or send an email to us at info@koppencreative.com.

Information we need

We can answer the fastest if your question is as clear and complete as possible. Don't know everything yet? That does not matter, we will contact you for more information.

To get you started, here are some frequently asked questions:

- What kind of design or product are you looking for?
- What size do you have in mind?
- What quantity?
- Do you have any specific needs?
- Preference for materials?
- What are you going to use it for?
- How soon do you need it?
- Do you already have a sketch, example or design yourself?

Please send it along, everything will help to get a better picture of your question.

🌐 KoppenCreative.com



We are happy to serve you

Are you interested in our services, our product range and what we can do for you?
Inquire about the possibilities without any obligations. We are ready for you and happy to help!

 **KoppenCreative.com**