



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.

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 & Chief Sales Officer B2B (CSO)

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THE ORION GROUP

ORION Wholesale is the largest distribution channel of the ORION Group, in addition to e-commerce and the more than 140 retail shops in Germany and other locations in Scandinavia and Austria. We have known our industry for over 40 years – inside and out. That's exactly why we don't just sell passion, but always set new standards.



3 strong
**SALES
CHANNELS**

Global Wholesale

Retail Stores

E-Commerce Business

B2B Customers in
53 COUNTRIES B2C Customers in
6 COUNTRIES



160
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



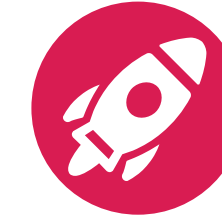
YOUR LOCAL TEAM PARTNER

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 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 ISO standard for sex 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 “justlove”.

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.



justlove

- 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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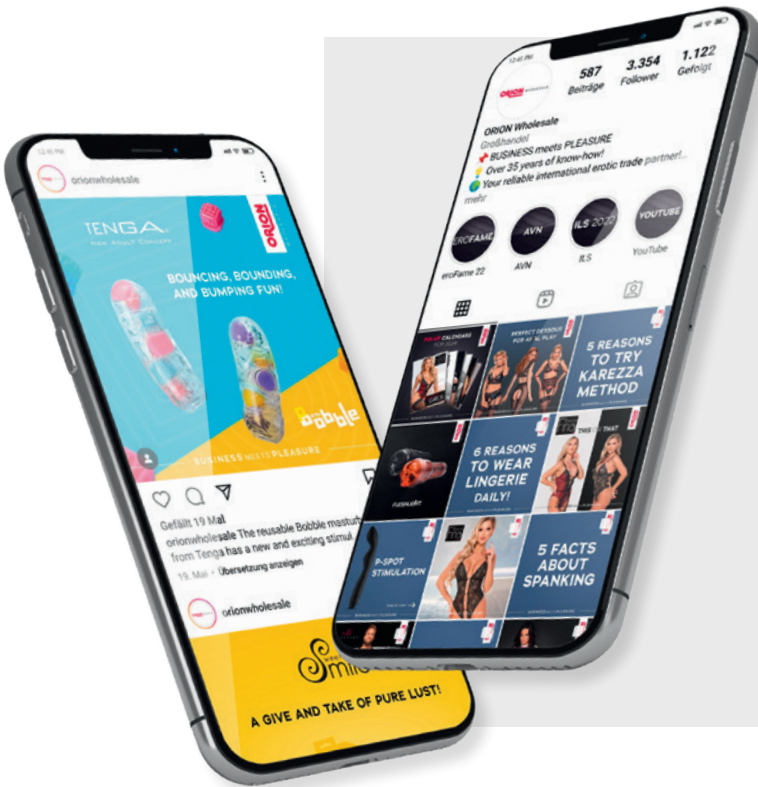
Online Shop Marketing

- 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

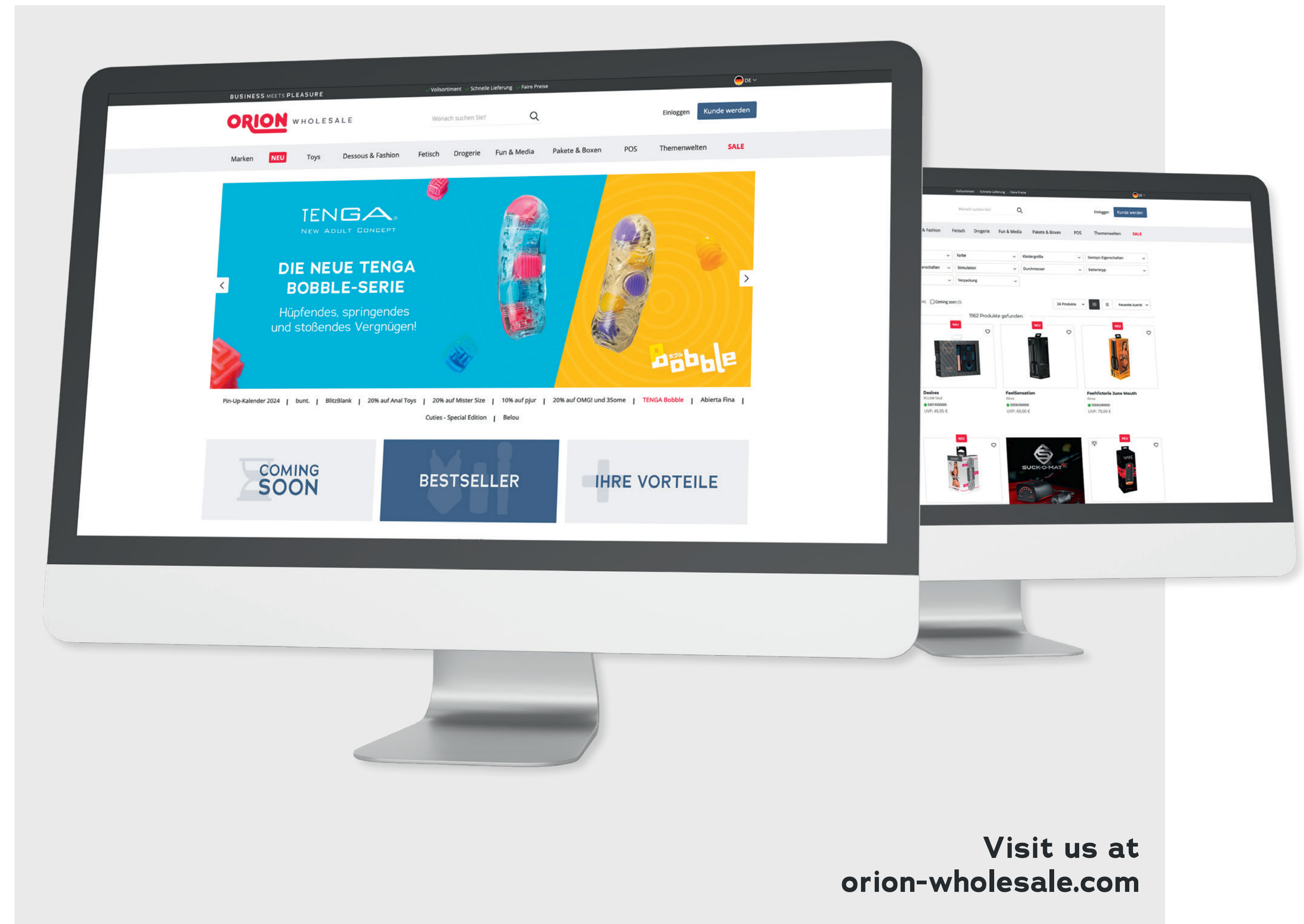
Our online shop is also easy to use: it is in 8 languages and it has simple navigation options and clear dropdown menus which make it very user-friendly. The 360° photos, product videos, size charts and more round off the shopping experience in a meaningful way.

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

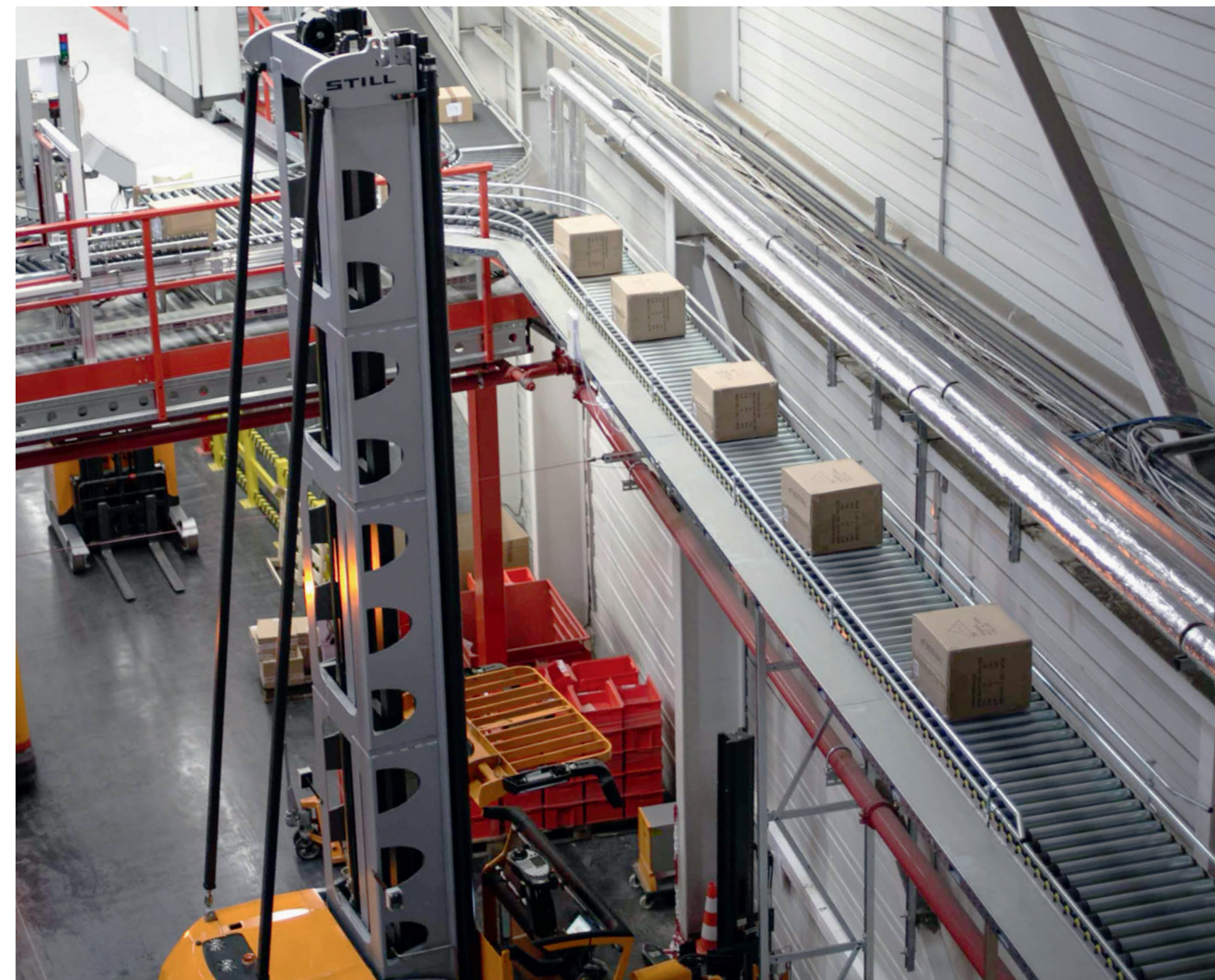
THE HEART OF OUR COMPANY: THE LOGISTICS

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/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

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www.orion-wholesale.com



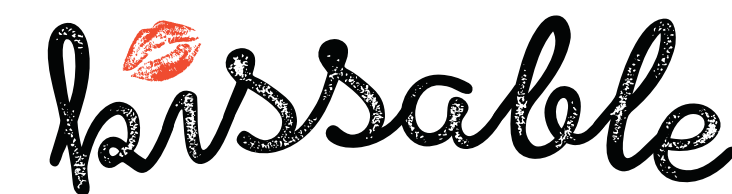
[@orionwholesale](https://www.instagram.com/orionwholesale)



facebook.com/orionwholesale



youtube.com/c/orionwholesale



An overview of the
VARIETY OF LABELS



PLUS



Find Cottelli Bondage at
orion-wholesale.com

Cottelli BONDAGE

FOR PLEASURE THAT'S
OUT OF THE ORDINARY

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

PLUS





Cottelli COLLECTION

SENSUALITY MEETS SOPHISTICATION

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



Find Cottelli Collection at
orion-wholesale.com





Abierta Fina

SENSUAL. PLAYFUL. ELEGANT

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



Find Abierta Fina at
orion-wholesale.com





kissable

YOUNG, CHEEKY & FRESH

- Lingerie in cheeky designs that is perfect for everyday wear
- Designed and manufactured in Europe



Find kissable at
orion-wholesale.com





Find NEK at
orion-wholesale.com



NEK

PARTY, FASHION AND STREET STYLE

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





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



Sweet Smile

**MORE FUN SOLO OR
WITH A PARTNER**

- Imaginative silicone toys
in a colourful design



Find Sweet Smile at
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





vibepad®

**REVOLUTIONARY
STIMULATION**

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



Find vibepad at
orion-wholesale.com



GO GASM
Orgasm to Go!

PLEASURABLE STIMULATION

- Orgasm toys for a woman's intimate area



Find GoGasm at
orion-wholesale.com



Liaison

BETWEEN GLASS AND SILICONE

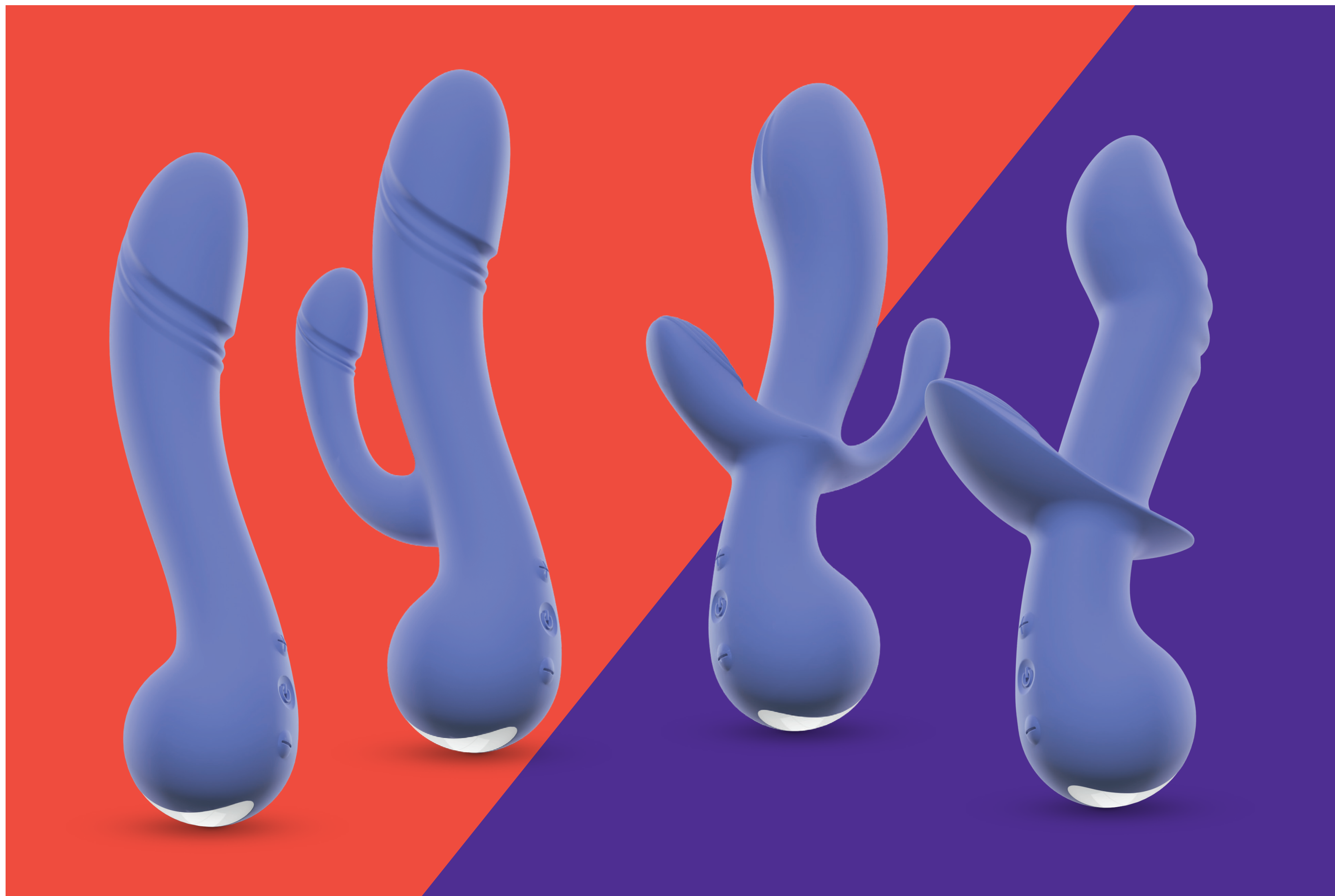
THE BEST OF BOTH WORLDS

- A balanced interplay between glass and silicone
- High-quality materials, modern functions & timeless designs



Find Liaison at
orion-wholesale.com





AWAQ.U

**SEXUAL AWAKENING
AT ITS FINEST**

- A diverse pleasure programme for female desire
- Intimacy meets curiosity



Find AWAQ.U at
orion-wholesale.com



Cuties

**EASY TO HOLD &
LIGHT AS A FEATHER**

- Elegant designs in delicate colours
- Wonderfully soft surface

Find Cuties at
orion-wholesale.com



LET'S JUST PLAY.



JUST
PLAY.



A FEAST FOR THE SENSES

- Variety in a modern and clear product design
- For adventurous people who like extraordinary fun

Find Just Play at
orion-wholesale.com





LUBRICANTS FOR ALL NEEDS & DESIRES

- Medical lubricants –
- Made in Germany
- Perfect for toys and condoms
- Odourless and tasteless
- 100% vegan
- Large product range



Find Just Glide at
orion-wholesale.com

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