



packed with love

Gift ribbons and decorative bows

Prettier with a bow

Packaging refinement through the use of design bows as a:

Symbol of communication

Symbol of a gift

Symbol of value

Symbol of authenticity

Symbol of performance



SOPP Industrie

2018

The world's first study by the University of Applied Sciences on the effect of bows on consumer behaviour proves the added value of a product through the use of decorative and gift-wrap bows*

Under the direction of Germany's most renowned consumer psychologist, Professor Georg Felser, in cooperation with the Multisense Institute and the business psychologists at Hochschule Harz (Wernigerode), has discovered, that the use of bows has a positive effect on the properties of a product:*

- Products with a bow are noticed faster
- A bow increases the price acceptance and the willingness to buy
- A bow makes a product more presentable
- A bow brings a positive effect to quality and value perception
- A bow encodes the elegance, the value and the timelessness of a brand / product
- Products with a bow are bought more often (stopping power by the visually more prominent product)
- Products with a bow appear more valuable

*Source:

Scientific study of Hochschule Harz (University of Business Psychology)
under the direction of Prof. Georg Felser with the support of the Multisense Institute Germany.



Conclusion:

"With daily consumer choices, the positive, three-dimensional signals of the gift code how positively influence the purchasing behaviour of the diverse target group."¹²



**Fine feathers make fine birds.
Bows make packaging.**

Give a beautiful gift -
with decorative bows and designer ribbons of
Sopp Industrie GmbH

Sopp Industrie GmbH is the market leader for creative
and innovative gift ribbon products in Europe. Today,
thanks to traditional values and innovative ideas, we
are one of the world's largest suppliers of handmade
decorative bows.

With the products of Sopp Industrie you offer your customers outstanding quality and a "touching"
special experience. Luxury goods manufacturers in the upscale retail trade and the branded goods
industry have for many years relied on the intuition for the development of our packaging value-added
solutions. The Sopp Eyecatchers grace and decorate customer articles around the globe.

Individual production and printing solutions are not only a visual eye-catcher and a real comforter, but
also ensure a long-lasting memory effect for the customer and the recipient. Individually designed
packaging gives gifts a face and makes them stand out from the crowd of competitors.
With us you will find know-how from a single source: Bows, attachment, branding - from the idea to
the tailor-made, efficiently usable product. Whether as a friendly brand ambassador or to
differentiate your products - with an outsourcing of the bow topic to Sopp Industrie you will receive a
high-quality, productive and attractive solution.

Discover the great variety of colours, designs and ideas for your individual and high quality packaging.
Give your products that special something - with the creative and innovative products of Sopp
Industrie GmbH.





"A bow increases the price acceptance
and the willingness to buy."^{*}

1.

PRODUCTS: (Pages 8 + 9)

1-loop bow, 2-loop bow, 4-loop bow, 6-loop bow,
tuff bow, flat bow, blanks and much more.

2.

FINISHING & ATTACHMENT: (Pages 10 + 11)

Fix: Wire clip, sticker and strap

Elastic: Elastic strap, strap with elastic insert

Backing paper: Blanks with or without self-adhesive coating

Or according to customer requirements

3.

MATERIALS: (Page 12)

Double face satin, taffeta ribbon, corded ribbon and tencel ribbon (biodegradable)

4.

SIZES: (Page 13)

Ribbon widths: 3,6,10,15,25 or 40mm

Bow widths: 30—260mm

End lengths: 0—200mm

Or according to customer requirements

5.

COLOURS: (Page 14)

Ribbon colours: 84 colours or according to customer requirements

Stock bows: 12 colours

6.

PRINT & CUSTOMISING: (Page 14)

Screen print flat or relief, with or without foil

19 print colours or according to customer requirements

Digital printing: Four-colour flat (digital printing)

7.

PRICE & OFFER: (Page 15)



**"Products with a bow
appear more valuable."****



1.

PRODUCTS:

Tailored bows for gifts, products and packaging

Exceptional products may also be packed very nicely. Individually made bows, which are based on your product and corresponding goals, give it its own touch. A large selection of finished bows is available directly at our warehouse. The ready-made bows are particularly suitable for urgent projects, since they are attachable by practical adhesive dots or wire clips in a jiffy. Display your articles in the right light and distinguish your products with tasteful packaging from the competition.

2-loop bow



4-loop bow



6-loop bow



Tuff bow

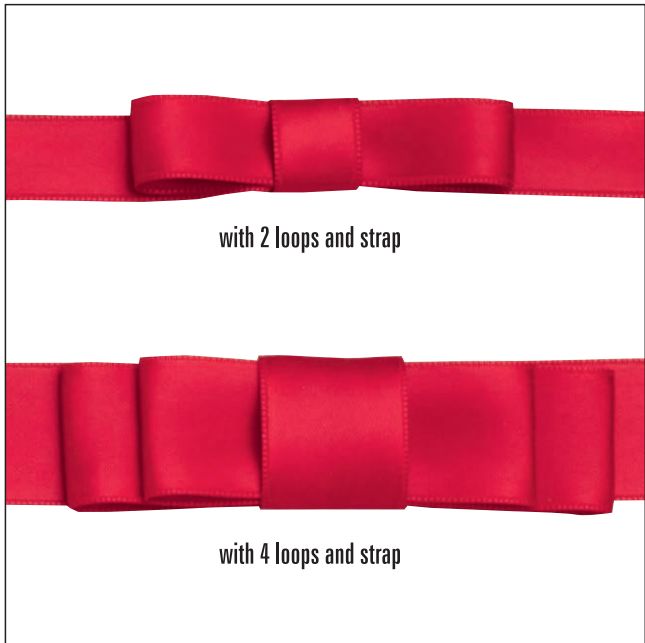


- Stock bows
- Individual bows
- Bows with clip
- Bows with sticker
- Stretch bows
- Bows with strap
- Bows with elastic strap
- Bows on backing paper
- Elastic tag
- Elastic finished decorations
- and much more

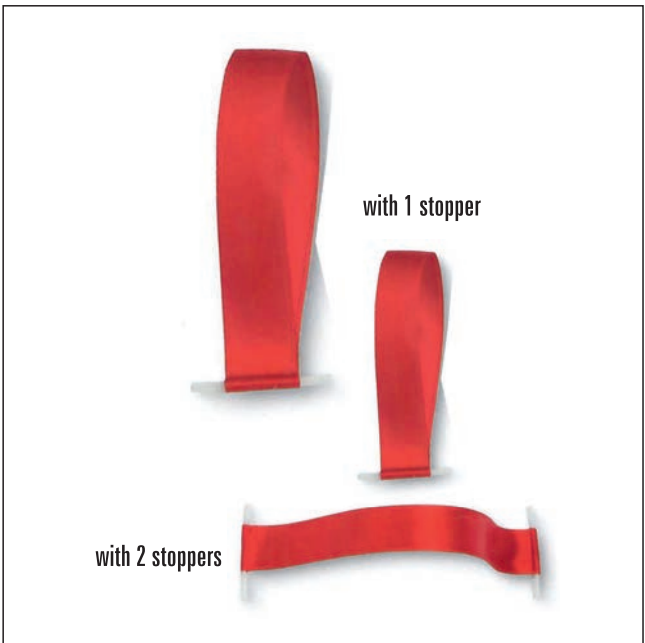
Of course, we offer a very large assortment of neutral and printed deco ribbons and design bows. Let yourself be taken online or by our new catalogues into the big, passionate world of beautiful refinement products. Of course, we are especially happy about your individual wishes and requirements. More than 10,000 square metres of production and storage space and over 800 employees guarantee that your own bow will fit perfectly to your product.



Flat bow



Carrying bows / Stopper



Ribbon on spools (to bind oneself)



Individual cutting lengths



2.

FINISHING & ATTACHMENT

Our wide range of colours, materials, finishes and designs give your items a distinctive touch. That this important “touch” also sticks perfectly to your item, many different application options ensure an optimal grip on your packaging or your products. And here also applies: “Does not work - does not exist”. Challenge us and our manifold possibilities.

A large assortment of ready-made bows is immediately available from stock



Scan QR code and experience application examples.



Wire clip



Sticker



Strap



Elastic strap



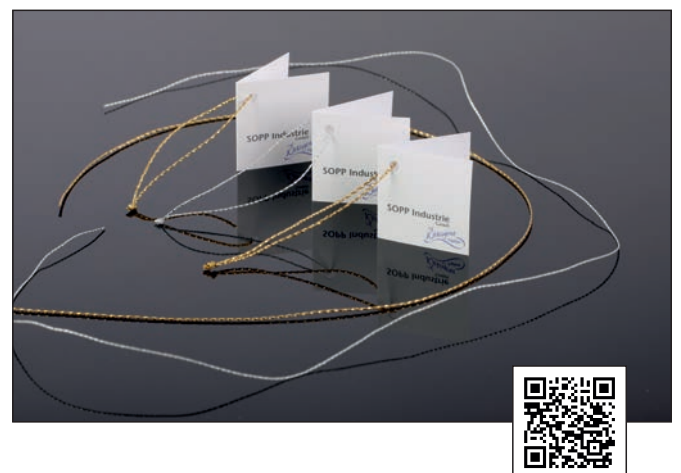
Strap with elastic insert



Backing paper

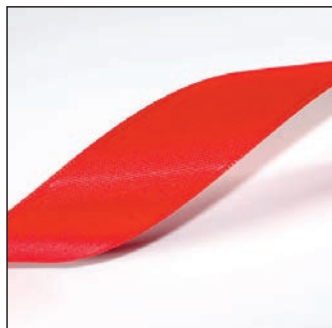


Labeltags



*"A bow makes a product more presentable"**





Double face satin

Ribbon type: Double face satin
 Method of production: woven
 Widths: 3,6,10,15,25 and 40mm or individual
 Colours: more than 60 colours or custom Pantone colours
 Material: 100% Polyester
 Quality: Ökotex Standard 100
 Surface: matt ■■■■■ high gloss
 Haptic: grippy ■■■■■ smooth



Taffeta ribbon

Ribbon type: Taffeta ribbon
 Method of production: woven
 Widths: 15, 25 and 40mm or individual
 Colours: more than 50 colours or custom Pantone colours
 Material: 100% Polyester
 Quality: Ökotex Standard 100
 Surface: matt ■■■□□ high gloss
 Haptic: grippy ■■□□□ smooth



Corded ribbon

Ribbon type: Corded ribbon
 Method of production: woven
 Widths: 10,15 and 25mm or individual
 Colours: more than 20 colours or custom Pantone colours
 Material: 100% Polyester
 Quality: Ökotex Standard 100
 Surface: matt ■■■■□ high gloss
 Haptic: grippy ■■■□□ smooth



Tencel ribbon

Ribbon type: Taffeta ribbon made of cellulose
 Method of production: woven
 Widths: 10,15,25 and 40mm or individual
 Colours: more than 15 colours or custom Pantone colours
 Material: 100% Cellulose
 Quality: Ökotex Standard 100
 Surface: matt ■□□□□ high gloss
 Haptic: grippy ■■□□□ smooth



Metallic ribbon

Ribbon type: Metallising band
 Method of production: woven
 Widths: 10,15,25 and 40mm or individual
 Colours: gold and silver
 Material: 100% Polyester
 Quality: Ökotex Standard 100
 Surface: matt ■■■■■ high gloss
 Haptic: grippy ■■■■■ smooth

4.

SIZES

The combination of bow width and tail length finally results in the complete size of the finished, hand-tied bow. Here it is particularly important to pay attention to the desired effect of the bow at or on the product. A bow that is too large often causes an overly ornate and a too small bow an inconspicuous effect. We help you with the perfect dimensioning of your individual bow and ensure a harmonious and balanced format.



"A bow increases the price acceptance and the willingness to buy."*



5.

COLOURS



Ribbon colours

As is generally known, taste can not be argued. However, colour specifications of the corporate identity must be adhered to in any case. For this reason, you will already receive more than 30 different colours from stock, which correspond to the fashion tones of the current year or the following year, as well as a colourful selection of frequently used CI colours. If your colour is not present, we will produce your own colour preference according to Pantone, even for small quantities.



Metallic colours

The Metallic theme should not be defined in the true sense as a "colour". For here, high-quality metallic yarns in the colours gold and silver are woven to produce a wide range of band and processing qualities. Woven tight or as an open weave, with or without decorative appliqués, our metallic bands provide a highlight on every package. Only gold and silver? No. Again, we can produce your own gem even in small quantities.

6.

PRINT / CUSTOMISATION

Foil print, flat or relief



In the first step a special adhesive is applied on the band, which is then "sealed" with a flat or raised foil.

Screen print, flat or relief



A variety of colours are screen-printed both fine and flat, as well as raised in relief on the band.

Digital print: four-colour photo print



There are no limits to the colour preferences. Digital printing can reproduce almost the entire colour spectrum.

7.

PRICE / OFFER

Telefon: +49 2191 567-0

E-Mail: info@sopp.de

Large and medium-sized companies trust us worldwide and entrust us with the implementation of noble and eye-catching value-added solutions for their brands. Display your articles in the right light and distinguish your products with tasteful packaging from the competition - it's a known fact that visual appeal is a factor in the purchase decision.

We look forward to your success!

Yours,

Sopp Industrie GmbH

Gerberstr. 24

42899 Remscheid

Germany



"A bow brings a positive
effect on quality and
value perception"*

**"Happiness often comes from
attentions shown in small things."**

Wilhelm Busch



www.sopp.com