

Moments
that
matter

PICKMOTION.com

PRESS KIT

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1. PICKMOTION AT MAJOR TRADE SHOWS

PICKMOTION wants to celebrate its fourth year with you at the major trade shows for gifts, stationery and interiors. In addition to our favorite German shows, you'll be able to find us in Paris, London and, for the first time, New York! That's right US gift lovers, we're coming for you!

PICKMOTION and its beautiful retro-style cards have been demanding the industry's attention since 2014. Now, we're taking it to the next level, with our ever-growing range of postcards, folded cards and new magnets. In 2018, our young, Berlin-based creative team will present our latest products in Munich, Hamburg, Frankfurt, London, Paris, Stockholm and New York. Expect a breath of fresh air to blow through the gift and stationery industry.

Pickmotion's growing number of Instagram contributors and designs means we've got something for all perspectives and style preferences. The hard work of our gifted graphic team combines with our love of thoughtful, delicate language to create that special PICKMOTION "something".

Our trade show dates at a glance:

- National Stationery Show NEW YORK, 20.-23.05.2018 | Hall 1C - Stand 1649
- Progressive Greetings LONDON, 05.-06.06.2018 | Village Green - Stand 156
- Tendence FRANKFURT, 30.06.-03.07.2018 | Hall 11.0 - Stand A69
- TrendSet MÜNCHEN, 07.-09.07.2018 | Hall A5 - Stand E17
- Nordstil HAMBURG, 11.-13.08.2018 | Hall A3.0 - Stand B45
- Formex STOCKHOLM, 21.-24.08.2018 | Hall C - Stand 14:36
- Maison & Objets PARIS, 07.-11.11.2018 | Hall 6 - Stand Q71

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2. GET TO KNOW PICKMOTION

ABOUT US

What if postcards were design objects? And what if wishes were so enchantingly packed that they made you happy upon first glance? PICKMOTION has revolutionized the market by doing exactly that. We've been sweeping Europeans off their feet with our cards and magnets for years!

It all started with "Konfetti", a motif capturing a tiny, celebratory moment at Berlin's Fête de la Musique. The design still sums up what PICKMOTION stands for today: a fondness for details, lust for life and originality. We were created out of a mission to gather Instagram's best pictures and foster an emotional appreciation for digital content.

Starting with city postcards, our product range developed to include greetings, wishes and, later, magnets. Each design has a unique personality. Sometimes they're subtle and contemplative. Other times they're funny and bold. Pastel tones, balloons, cute animals and a strongly downscaled typography: that is PICKMOTION's signature. Our collection of 680 card and magnet motifs includes designs for all occasions, such as birthdays, weddings, births and Christmas. In addition to its signature Instagram photographs, PICKMOTION has also started including carefully created illustrations and patterns for its magnets.

With about 2000 stockists in Germany, Austria, Switzerland, France, Belgium, Italy, Spain, Portugal, UK, Finland, Norway, Sweden, Japan and Canada PICKMOTION has proven itself in the stationery industry and is seeking distribution partners worldwide.

We celebrate our partners, customers and photographers as part of our appreciative company policy. The #geilerladen article series pays homage to some of our wonderful retailers and their charming shops with interviews and photographs on our #pckmag blog. We aim to create a personal touch through our #meettheteam articles, in which customers can gain insights into the lives of our wonderful team members.

PICKMOTION CEO Lorenz Hartmann says the company's success is grounded in the realization that, "in our time of constant hast and alienation, people long for simple, pretty and sustainable things".

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OUR PRODUCTS

PICKMOTION POSTCARD Handpicked motifs of some of the world's best Instagrammers printed on retro-style postcards. Our high-quality designs are printed using a complex, multi-stage method. We have cards for all occasions including birthdays and celebrations; greetings and wishes; weddings; love and friendship; births, kids and family; motivation and fun; mindfulness and moments; and Christmas.

684 motifs

10.5 x 13 cm / 4.1" x 5.1"

PICKMOTION FOLDED CARD A traditional card design including a removable retro-style postcard and hidden heart message. The folded card comes with an envelope and cellophane wrapping. It is available in six different colors: Pale Pink, Vintage Blue, Summer Green, Cozy Craft, Christmas Red or Urban Grey.

516 motifs

14.7 x 12 cm (envelope 15,5 x 12,5 cm) / 5.7" x 4.7" (envelope 6.1" x 4.9")

NEW! PICKMOTION MINI PICKS Smaller than our classic postcard, and all-illustrated, the new mini format comes in 10 different design families: #80sfever, #colourtheworld, #cutoutmagic, #flowerpower, #happybold, #marbleforever, #minimalmood, #morethanwords, #patternlove and #prettylittlethings.

144 hand crafted designs

9 x 11 cm / 3.5" x 4.3"

PICKMOTION MAGNET The new round magnets with their matte, fabric-like surfaces are pleasing to touch and bring joy no matter the occasion. They are available in three different sizes and come with carefully created designs, great sayings or beautiful pictures. All of them have that special, yet indescribable, PICKMOTION "look".

500 motifs

Small magnet - 32mm / 1.25"

Medium magnet - 56mm / 2.2"

Large magnet - 76mm / 2.9"

MINI ENVELOPES Our dreamy mini envelopes are the perfect way to package postcards before they're given to your loved ones.

10.8 x 14 cm / 4.25" x 5.5"

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FACTSHEET

Founded: February 2014

Company Name: PICKMOTION UG

Founder & CEO: Lorenz Hartmann

Location: Berlin

Products: retro-style postcards, folded cards and magnets based off beautiful Instagram photography

Number of postcard designs: 684

Number of folded-card designs: 516

Number of Mini Pick designs: 144

Number of magnet designs: 500

Postcard city series: Berlin, Hamburg, Munich, Dresden, Frankfurt, Cologne, Vienna

Magnet city series: Berlin, Hamburg, Munich, Nürnberg, Stuttgart, Dresden, Düsseldorf, Freiburg, Hannover, Cologne, Leipzig, Vienna

Our customers: retailers, stationery shops, bookstores, interiors shops, florists, designers, museum shops, gift industry, concept stores

Mission: PICKMOTION offers contemporary design trends in the form of beautiful desirable products that are ready to sell in your store.

Social Media:

Instagram: [instagram.com/pickmotion](https://www.instagram.com/pickmotion)

Facebook: [facebook.com/pickmotion](https://www.facebook.com/pickmotion)

Twitter: [twitter.com/pickmotion](https://www.twitter.com/pickmotion)

Blog: pickmotion.de/magazine

#pickmotion

#mypickmotion

#newfrompickmotion

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3. GRAPHIC MATERIAL

You can find a small selection of our postcards, folded cards and magnets presented in the thoughtful PICKMOTION fashion below.



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