

PLAY

NOVEMBER
DECEMBER
2017

THE NATURAL EDITION

ORGANIC, BODY-SAFE
AND LIFELIKE DESIGNS!

SCALA'S NEW START

MORE ABOUT OUR
RECENT TRANSITION

ONE-STOP-SHOP

NEW RELEASES AND
UPCOMING MUST-HAVES

SCALA

PROUD PARTNER OF :

SCALA is your ultimate one-stop-shop destination for everything erotic. Our assortment includes the biggest brands, trendiest collections and the best deals for B2B retailers! Find out more today!

- Catering to all target-audiences, entry-levels and sexual preferences
- Premium choice in quality adult novelties, drugstore and sexy lingerie
- The highest standard of service tailored specifically to your B2B needs



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The Natural Edition

"The definition of natural comes in many shapes and sizes, just like our realistics!"



Dear reader,

Welcome to the 'Natural' edition of PLAY magazine. This issue is all about celebrating natural pleasure, highlighting organic drugstore, vibrators, dildos, masturbators and more...

The definition of natural comes in many shapes and sizes, just like our fantastic selection of realistics. These lifelike pleasure providers look and feel like the real deal: with availability of designs by a fantastic selection of brands, including Pipedream, Doc Johnson, Get Real by TOYJOY and NS Novelties. Be sure to check out our special, realistics-themed SCALA's Favorites to pick your favorite, lifelike match! ([click here](#))

Besides highlighting our natural theme on the pages of this issue, we've also ensured to include many new, must-have releases in our SCALA assortment. This includes the adorable new Tiny Teaser collection by CalExotics ([click here](#)), Pipedream's new Crush designs – which are guaranteed to make your consumers fall in love thanks to their trendy, non-intimidating appeal ([click here](#)) and Doc Johnson's Main Squeeze masturbators ([click here](#)).

As SCALA has now officially moved to our new location and warehouse in Wijchen, the Netherlands, we've also dedicated a page to inform you about what this transition means for you: our customer ([click here](#)). Spoiler: it has many, exciting benefits. Our warehouse is stocked full with the hottest products, with new arrivals on a weekly basis. Be sure to check out the extra Coming Soon editorial for a preview of upcoming releases ([click here](#)).

You'll also notice that all links in this issue of PLAY redirect to our new website: www.scala-nl.com. This modern, user-friendly and easy to navigate site will be your new portal to everything SCALA offers, with many options like a scanning function, XML stock feeds, image downloads and more.

We hope you'll enjoy the Natural edition of PLAY magazine!

Trudy Pijnacker and Walter Kroes

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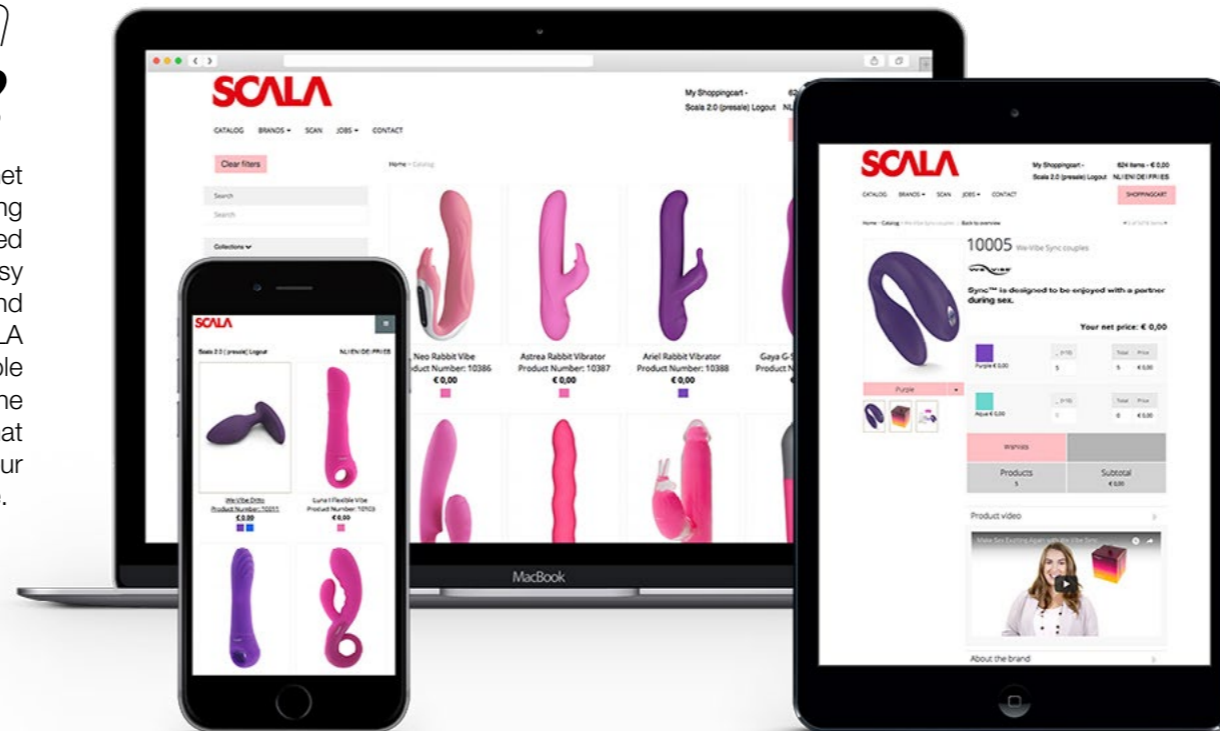


New office and warehouse location

SCALA has moved to its new office and warehouse location in Wijchen, the Netherlands. This new hub of our business activities offers you – the B2B customer – many exciting benefits such as improved stock availability, faster and more efficient shipment of orders, excellent connection to major transport routes and more. The recent move is the next step in the evolution of SCALA as your go-to erotic distributor and is guaranteed to ensure the longevity and success of our company. We hope you'll stop-by for a personal tour of our new premises. Our full new address is: Bijsterhuizen 3151, 6604 LV, Wijchen, The Netherlands. See you soon!

www.scala-nl.com
is live!

SCALA's new website is here, so what are you waiting for? Get online today via www.scala-nl.com and explore all the exciting possibilities! Our new, user-friendly website is designed to perfectly match the B2B customer's needs; with easy ordering, intuitive navigation, informative brand pages and more. The site will be your online portal to everything SCALA offers and is aimed to make the ordering experience as simple and enjoyable as possible. We hope you'll appreciate all the fantastic functions available on the site and are confident that our new digital presence will allow us to provide you – our valued B2B customers – with an even better level of service.



Lots of new arrivals!

SCALA aims to offer you access to the hottest, newest and trendiest products on the market, meaning we have lots of exciting products and collections soon available for order. To give you a sneak preview on some of the the upcoming arrivals, we've created a special 'coming soon' editorial with some of our favorite products to be added to the SCALA assortment in the coming weeks ([click here](#)). Browse it now and keep an eye on our weekly newsletters and website for more info about the actual arrival of the products featured, such as the luxurious new Amour collection by Jopen.

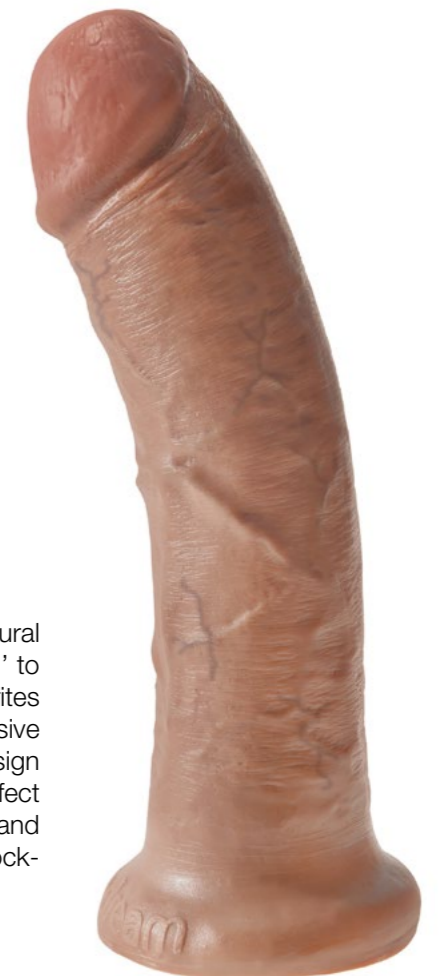
*New **Fleshlight** Girls*

Great news for Fleshlight fans: we have various new Fleshlight Girls masturbators in stock! These quality designs – molded from your favorite adult stars' curves – are the ultimate chance to get up-close and personal with porn's biggest names such as Katsuni, Jenna Haze and Jenna Jameson. The new arrivals feature some thrilling new inner textures including the Garden, Legend and Lotus: which will take you on the ride of your life! Discover more in this edition of PLAY ([click here](#)) and don't forget to browse all the options at SCALA online now.



*Let's get **natural***

In this issue of PLAY magazine, we're celebrating natural pleasure in all shapes and sizes, so it seemed only 'natural' to include a realistic special. In this edition of SCALA's Favorites we're highlighting some of our favorite realistics in our extensive assortment. Though all resembling the real deal, each design has its own unique skills and thrills, meaning there is a perfect match for every lover of lifelike pleasure. And with the demand for natural designs on the rise, now is the perfect time to stock-up on these flesh-colored beauties!





SCALA



SCALA has moved! Our new location in Wijchen, the Netherlands, is the new hub of all our business activities, including office and warehouse. Our new location offers the B2B customer:

- A new, back-to-basics Logistics Center
- 11.000 square meters of warehouse
- Faster and more efficient shipments
- Improved, neat packaging of orders
- UPS parcel shipping services

SCALA in Wijchen, the Netherlands, is the ultimate one-stop-shop for all your B2B needs, with over 40 popular brands and thousands of must-have products to choose from. Our new, easy to reach location will include a showroom with a special 'experience center' allowing for in-house trainings; which we are currently constructing, with completion aimed mid-January 2018. We've also launched our new, user-friendly

SCALA website to improve our digital presence. This means that from now onwards, www.scala-nl.com will be your online portal to everything SCALA offers. It features:

- Individual brand pages with the latest news
- Content in 5 languages: EN, NL, FR, DE and ES
- XML stock feeds and webservice for orders
- Options for high-res image downloads
- Access to our monthly PLAY magazine

We encourage everyone to come visit us at our new location in Wijchen, the Netherlands, for a personal introduction to the new and improved SCALA. Hopefully see you soon!



Fantasy C-Ringz Super Ring
0603912747881



Icicles No 76
0603912747508



pipedream®

Great news Pipedream fans: SCALA has extended the Pipedream assortment with various new releases! Firstly, the best-selling Icicles range has seen the arrival of over a dozen new products, ranging from sleek dildos to elegant plugs like the No 76; a chic, romantic design with a sculpted rose at the base (as pictured). We're also excited to announce the arrival of various new cock rings in the Fantasy C-Ringz collection – such as the Vibrating Super Silicone Ring (as pictured).

And that's not all! The trendy Crush collection by Pipedream has also been updated with must-have designs, including 6 remote controlled stimulators (as pictured). These vividly-colored beauties each have their own skills and thrills, ranging from vibrating bunny ears to dual-ended fun. Coated in silky silicone and packaged in an eye-catching way; your consumers will definitely crush on Crush!

Discover all the new Pipedream arrivals at SCALA online and order your favorites today!

[CLICK HERE](#)

Crush Buttercup 0603912743692
Crush Snooky 0603912743715
Crush Gum Drop 0603912743685

Crush Blossom 0603912743708
Crush Snuggles 0603912743678
Crush Precious 0603912743661



Do you want trustworthy protection and smooth glide, yet no artificial and chemical sensations? Durex has got you covered. The brand's quality Classic Natural condoms and Natural lubricant enhance your intimate experience, whilst mimicking lifelike lubrication and sensations. Going natural never felt so good!

Classic Naturel 5038483683491
Lube Naturel 2305994800147



JoyDivision's amazing BioGlide lubricants are organic, vegan and provide a sensational long-lasting glide. Formulated with Carrageenan, an extract from rich marine algae, it's both a natural and nourishing option for intimate fun. BioGlide is also clinically tested, making it a guaranteed body-safe choice in erotic wellness.

BIOglide Safe 4028403110535
BIOglide Strawberry 4028403110214

NATURAL DRUGSTORE



Vegan Glide 827160111373
Natural Glide 827160105815

The premium quality Natural Glide and Vegan Glide by pjur are two fantastic lubricants that offer gentle, realistic lubrication without getting tacky or sticky. The formulas are devised for a natural and long-lasting glide that enables pure, non-chemical pleasure. Packaged in a modern way, they are perfect for mainstream presentation.

Naturallove Toy Cleaner 796494410035
Naturallove Original Lube 796494420010

The JO NATURALOVE collection proudly shows the USDA organic certification, meaning that each formula is guaranteed to offer over 95% pure organic ingredients such as Chamomile. The gentle, body-safe products like the Original Lube and Toy Cleaner are therefore intimate must-haves for all your natural-loving consumers.



CALEXOTICS®

New at SCALA: the Tiny Teasers collection by CalExotics. This adorable range of petite pleasure providers features 4 exciting silhouettes, each with their own unique intimate appeal. The Bullet, Mini Bullet, Bunny and Nubby are perfect for beginners and/or pleasure on the go, thanks to their compact sizing! The designs have 3 vibration speeds, are USB-rechargeable and come packaged in a colorful, trendy and feminine box.

[CLICK HERE](#)



Bunny
0716770089878



Nubby
0716770089885



Bullet
0716770089915



Mini Bullet
0716770089908



Now available in the Rocks-Off assortment: the Unicorn Stardust, Atomic Teal and Little Charm stimulators. These chic designs are instant eye-catchers in any in-store display. The stimulators feature a luxurious, chrome-look coating with vivid, shimmering colors. Each vibe has a different tip, ranging from dual tickers, pin-point stimulation or thrilling bunny ears. Discover all their amazing abilities at SCALA online today!

[CLICK HERE](#)



Little Charm Rose Gold
0811041013092



Atomic Teal
0811041013085



Unicorn Stardust
0811041013078

King Cock

All hail King Cock! This best-selling collection by Pipedream has proven a worldwide hit with lovers of lifelike pleasure. Hand-crafted with unique eye for detail, these designs are the holy grail of realistic pleasure. With over a 160 SKU's to choose from, you'll find a match for any natural preference in this premium quality range!

Pipedream King Cock 603912746327

Colours

If you crave a soft touch of natural perfection, NS Novelties Colours range is the way to go. These realistic silhouettes have a satin-like TPR texture for the smoothest session of intimate play. Designs range in many sizes, shapes and colors – including (of course) flesh-toned, but also more vibrant pink, blue and rainbow options.

NS Novelties 657447095283

Fleshjack

Did you know Fleshlight also produces realistic dildos? The fantastic Fleshjack collection features various lifelike silhouettes, made of premium silicone, molded inch by inch on your favorite male adult stars in gay porn. Names in the Fleshjack collection include Brent Corrigan, Mick Lovell, Kevin Warhol, Brent Everett and more...

FLESHLIGHT 810476018306

Real Feel

Enjoy the Real Feel of velvet-soft, lifelike skin with one of the most popular realistic collections: enjoy Real Feel by Pipedream. The budget-friendly collection of natural designs includes vibrating and non-vibrating designs, suction-cup options, entry-level and advanced sizes and is made of silky Fanta Flesh for maximum comfort.

Pipedream Real Feel 603912340686

Get Real

If you want the real deal, then Get Real by TOYJOY! This collection offers a fantastic value-for-money experience; even for those on a smaller budget! The affordable designs come in a variety of colors, sizes and silhouettes – allowing you to mix and match your favorites in one eye-catching target audience.

Get Real by TOYJOY 8713221485137

Realistic Cock

Doc Johnson's Realistic Cock collection offers a wide range of silhouettes, sizes and colors to choose from. The designs feature hand-crafted detailing like plush, bouncy balls to provide a lifelike experience. All enhanced with a strong suction-cup base, they are perfect for naughty hands-free satisfaction!

Doc Johnson 782421027261



scala's favorites

COMING SOON



Silicone Remote Bullet
815768012802

CLICK
HERE

SCALA aims to bring you the newest, hottest and trendiest releases from your favorite brands, as soon as they hit the market. Our new warehouse in Wijchen, the Netherlands, ensures a better stock availability than ever before, with products instantly available for shipments via quick transport. The aim to be 'new' means we have lots of new, exciting arrivals in the upcoming weeks and months. This page provides a sneak preview of some of the stock arriving soon at SCALA.



Bull Whip 716770082633
Climaxer 716770089731
Enhancer Set 716770089663

CLICK
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New collections that are coming soon to SCALA are CalExotics Eden, Jopen Amour, NS Novelties Lush and Pillow Talk by BMS. We also are welcoming many new arrivals in existing collections, including – but not limited to: NS Novelties Luxe, NS Novelties Firefly, OVO, CalExotics Colt, CalExotics Scandal, Fleshlight, Doc Johnson OptiMALE and more...

Keep an eye on our weekly newsletters for updates regarding the availability of these releases and get excited about all the new options SCALA will offer you soon!



CLICK
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Cheeky
677613267191



CLICK
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CLICK
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HERE

Zenith Wireless Plug 657447099175
Prince Small 657447098994
Lilac 657447098635

DOC JOHNSON[®]

AMERICAN PLEASURE PRODUCTS

Make Doc Johnson's your Main Squeeze! This new range of male masturbators has arrived at SCALA, offering consumers the chance to get up-close and pleurably intimate with some of their favorite porn darlings, including Remy Lacroix, Vicky Vette and Dani Daniels. The designs feature sculpted orifices, easy-grip casings, thrilling textures and are even more pleasurable when paired with the Suction Cup Accessory (not included – available separately).

[CLICK HERE](#)



Remy Lacroix Pussy
0782421061883

Vicky Vette Pussy
0782421061890

Dani Daniels Pussy
0782421061906

Suction Cup
0782421061920

FLESHLIGHT *Girls*



Get your hands on the newest Fleshlight Girls – ready to order at SCALA! This best-selling masturbator range by Fleshlight now offers even more choice in sexy adult stars, including the Jenna Haze Lust, Jenna Jameson Legend, Katsuni Lotus Garden and Kendra Sunderland Ange. Their new inner textures will blow your mind, with many pleasurable twist, turns and bumps to discover. Browse all the new Fleshlight Girls online now!

[CLICK HERE](#)



HOT

London - Miami - Tokyo



Michael Sonner General Sales Manager **HOT Vertriebs GmbH**

My name is Michael Sonner and I am the General Sales Manager for HOT Vertriebs GmbH. When I first started in the erotic novelties industry – over 25 years ago – I expected it to be a short excursion into unknown territory; I never thought I would still be there more than 2 decades later, yet I still love my work. I think that's something typical for our industry: once you're part of it, you stay part of it. As General Sales Manager for HOT, I am responsible for the worldwide sales activities and get to visit partners all over the world; meaning I know nearly every wholesale company from Austria to China. It's very interesting meeting people from different cultures and backgrounds, allowing you to discover emerging markets and travel the world. In my personal life I love playing golf, but I rarely find the time for it due to my busy work agenda... So, I don't think my golf handicap will improve much in the next few years, but I am sure HOT's global presence will!



A HOT start

HOT was founded in 1999 by Christian Huber and Alexander Klopff in Austria. The first HOT products to hit the market were our pheromone perfumes and gels which, even 18 years later, are still firm features in our HOT assortment. Huber and Klopff focused on the German and Austrian erotic markets when starting out, but the company got off to a HOT start and quickly expanded to other countries.

Fast forward 18 years and HOT has developed into a global presence in erotic drugstore. Our brand and sub-brands Shiatsu, Ero, Come and Prorino are protected names covering the complete spectrum of the erotic wellness market; with products for every preference, budget and entry-level.

Saving wildlife

The name HOT quickly went global when the company launched Prorino; a line in sexual enhancement products. This collection came with the tagline 'Save the Rhino, take Prorino'; which was aimed at the Asian market. Let me explain: in Asia 'rhino powder' – a supplement made by grinding up a real rhino's horn and mixing it with water – was supposed to act as an aphrodisiac. Needless to say, the sourcing of the horns was highly unethical and we saw the opportunity to make this practice a thing of the past by launching Prorino. We spread a clear message on a worldwide scale that 'rhino powder' has no proven effect, whilst our Prorino does; encouraging people to make the switch and abandon the usage of the animal's horn. We reached a lot of consumers with this campaign and as a result could work together with the Endangered Wildlife Trust (EWT) in South Africa to directly support projects to protect rhinos.



Going green

The year 2017 is already a highlight for HOT, giving us the opportunity to launch our new BIO collection. This recently released range of drugstore essentials is organic and fully vegan-certified. We even went one step further and produced a special ECO tube for the packaging: an innovative tube made from sugarcane that is a 100% recyclable and environment-friendly. The basic material of the ECO Tube is called Green PE. This green resource is renewable and can store CO2: meaning the use of Green PE thus helps to reduce harmful greenhouse gas emissions.

Our decision to go green came as result of the growing market demand. Firstly, there is an increasing susceptibility of consumers to all sorts of allergies related to chemicals – making an organic formula a great alternative. Secondly, consumers are getting savvier and more educated about what there are buying, meaning organic, clinically tested products are likely to appeal to consumers looking for verified and body-safe options. We aimed to create a line in which both the ingredients, the packaging and even the matching POS materials are environmentally-friendly.

Our team worked on this 'green' collection for over a year and we are confident our time and efforts resulted in a range that benefits everyone; retailers, consumers and of course: the planet. The products in the collection still have the same premium features you've come to expect of HOT – such as a long-lasting, silky glide for the HOT BIO lubes – yet are a responsible choice in erotic drugstore that we hope all consumers will make!

HOT's new BIO line is now available at SCALA. Browse all the options in this innovative collection online and give your consumers the opportunity to improve their love lives, whilst improving the world with this must-have range!



GIFT-SETS



Glitter Glitz Bullet Set
81104101995

CLICK
HERE

The holiday season is nearly here! Profiting from this festive period is simple, though it all depends on having the right items in-store at the right time: meaning gift-sets in the month of December!

At SCALA we stock a wide range of options, including drugstore sets like the Dona by JO's Be Romanced Gift Set, and the Garden of Edo Collection by Shunga. Or maybe you'd prefer a toy set like the Feranti Glitter Glitz Bullet Set. Too tame? We also have something kinkier such as NS Novelties' Sinful Bondage Kit. Oh, and don't forget the fantastic Kits selection by CalExotics – including the Ours Date Night Kit – for many more tantalizing gift-set options.

Whichever gift-set you prefer, make sure to place your order soon to profit from the increased demand in gifting options this holiday season. Merry ordering!



Date Night Kit
716770085146

CLICK
HERE



Garden Of Edo
697309090025

CLICK
HERE



Be Romanced Giftset Naughty
796494406045

CLICK
HERE



Bondage Kit
657447096587

CLICK
HERE



Lace & Brushed Jersey Teddy
Available from S to L
0714718503998



Bra And Cut Out Short
Available from S/M to M/L
0714718514352

It's all white – sorry, right! – with Leg Avenue lingerie. The brand offers a great selection of neutral colored lingerie, with a variety of styles and looks to suit every preference. The pure white designs range from sexy bra sets like the Bra and Cut Out Short (pictured), sexy body stockings such as the Wrap Around (as pictured) to comfortable sleepwear choices like the Lace & Brushed Jersey Teddy (as pictured). Discover all the white looks at SCALA online!

[CLICK HERE](#)



Wrap Around Bodystocking
One Size
0714718514239

LINGERIE



Name
Available from S/M to L/XL
4890808164600



Elastic Seamless Boxer
Available from S/M to L/XL
4890808165881

ENVY's male lingerie also offers a great selection of white-colored designs, perfect for everyday wear. These trendy basics are available in a great range of categories, including boxers, briefs and thongs. Made of quality materials such as soft cotton, sexy mesh and quality elastic, they offer a comfortable fit and enhance his masculinity in a fashionable, contour-flattering way. Explore all the neutral-colored designs and stock up today.

[CLICK HERE](#)

SCALA'S Tips & Tricks

Vaginal pH

In SCALA's Tips & Tricks we do our best to give you new and interesting insights that will help you to serve your customers better!

Do you have a pending question or issue that we should cover in one of the next issues of PLAY magazine? Send an e-mail to PLAY@SCALA-nl.com with your suggestion.

We all know that the female intimate area is a sweet spot for pleasure, but did you know this sweet spot can also turn sour when not treated in the correct way? Vaginal pH is a term often associated with female wellness products, and this concept is crucial in maintaining a healthy, happy vagina. So, let's find out why you – retailers – should know your facts about pH-values.

Sweet or sour?

The pH of a substance – in this case the vagina – is a measurement of how acidic or basic it is, on a scale of 0 to 14, with the lower numbers representing greater acidity: the lower the pH, the sourer something is. Vaginal pH is a measure of the acidity of the vaginal environment and in healthy women vaginal pH is typically 3.5 to 4.5. This of course is slightly acidic, falling a little below a neutral rating of 7. This range is important because the vagina needs a specific acidity range to maintain an environment that fights off bad bacteria, and helps good bacteria to flourish. Women can become 'unbalanced' due to hormonal changes, sickness, diet and exercise, menstruation, tampons, and even simple hygiene products like body washes or soaps.

When things go sour

So, what happens when things literally go sour? An unbalanced vaginal pH-value (anything outside the typical 3.5 to 4.5 range) can cause a number of problems and discomforts. The unbalance allows odor-causing micro-organisms and bacteria to flourish, leading to unwanted smells, pain or even infection. By maintaining a healthy pH-level, women can reduce the risk of vaginal issues and enjoy a worry-free, pleasurable love life.



Pjur Med Vegan Glide
827160111373

Jo Gelato Tiramisu Lube
796494410240

BIOglide Waterbased Strawberry
4028403110214

What has this got to do with me?

Well, as retailers of intimate drugstore products, being able to offer your female consumers advice on vaginal pH is key. The better you're able to inform, the more likely it will lead to a sale. Though, stocking the right products is of course the first step. At SCALA we offer various pH-neutral drugstore products, such as the Gelato range by System JO. This mini collection of flavored lubricants offers a tantalizing choice between 5 irresistible options: Hazelnut Espresso, Mint Chocolate, Crème Brûlée, Tiramisu and Salted Caramel. The Gelato lubes come in a 30ml and 120ml version, are pH-friendly and water-based; meaning they aren't just good for your taste buds, but also your vagina!

You shouldn't be alarmed if a product is not 'pH-neutral'; as these aren't necessarily harmful, yet aren't helpful either: the main reason to choose pH-neutral or pH-friendly products is that many women can benefit from utilizing products that help to maintain their intimate pH-balance. A woman that is more sensitive to feminine issues relating to varying pH-levels, may want to consider a pH-balanced product to help them maintain a healthy routine.

Lubricants, creams and other intimate wellness products that are pH-friendly often say so on the packaging or product descriptions, so keep an eye out for products that fall into this category like the pjur Med Vegan Glide: a pH-balanced formula especially suitable for sensitive mucous membrane – or the clinically tested, pH-optimal BioGlide by JoyDivision. And remember, a healthy pH = a healthy, happy vagina – now that's a formula for success that is easy to sell to your female consumers!

Coming Soon



*Next
Time*



*The
Valentine's
Edition*