

PLAY

JANUARY
FEBRUARY
2018

THE NEW EDITION

NEW ARRIVALS, NEW SCALA TEAM
NEW WEBSITE, NEW WAREHOUSE

WE-VIBE RELEASES

THE AMAZING MATCH AND
SENSATIONS UNITE ARE HERE!

VALENTINE'S DAY

ROMANTIC GIFT-INSPIRATION
IN THIS SCALA'S FAVORITES

SCALA

PROUD PARTNER OF :

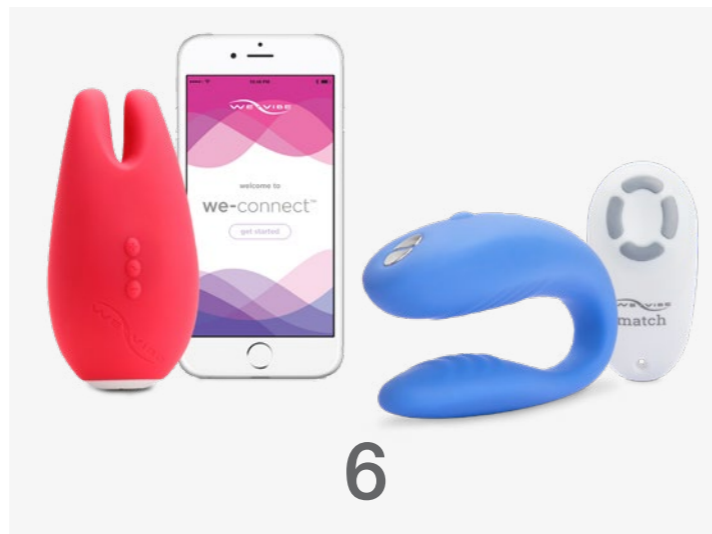
SCALA is your ultimate one-stop-shop destination for everything erotic. Our assortment includes the biggest brands, trendiest collections and the best deals for B2B retailers! Find out more today!

- 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 New Edition

"We've got many NEW things to share with you; including our warehouse, website and team"



Dear reader,

Welcome to 'NEW' edition of PLAY magazine. This theme might seem a bit abstract, but it fits perfectly with the current mind-set of SCALA. As we're now fully reloaded at our NEW location in Wijchen, we've got many NEW things to share with you; including our warehouse ([click here](#)), website ([click here](#)) and team ([click here](#)).

Continuing our NEW-theme, we're featuring some of the newest arrivals in the SCALA assortment. These include 3 fantastic products by We-Vibe: the Match, Gala and Sensations Unite set – that all have the high-end features, aesthetics and trustworthy quality that you've come to expect of We-Vibe ([click here](#)). Order them today and be one of the first to offer these innovative products to your consumers! Other NEW products highlighted on the pages of this PLAY are the more than a dozen arrivals by OVO ([click here](#)), Pillowtalk ([click here](#)) and Eden by CalExotics ([click here](#)).

That's not all: we've also included NEW additions to the best-selling Fantasy C-Ringz range by Pipedream ([click here](#)): a premium selection of cock rings that certainly will make your consumers' want to put a ring on it! Don't miss our lingerie editorial for some of the newest lingerie options at SCALA, including Allure's corsets – exclusively ready to order – and Leg Avenue's fashionable releases.

In this edition of SCALA's Guest, Tease & Please is introducing its newest games: perfect for adding passion and intimacy to any relationship this Valentine's Day. Speaking of Valentine's Day: if you still need to stock up for this upcoming occasion, we offer more romantic gift-inspiration in our SCALA's Favorites spread.

Our team hopes you'll enjoy this issue of PLAY magazine. Get browsing and get informed about all the fantastic NEW products and NEW possibilities SCALA offers you: our valued customer!

Sincerely,

Trudy and Walter

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CLICK HERE

An *alluring* exclusive!

Did you know that Allure is now exclusively available at SCALA? Yes, that's correct: our customers have exclusive access to the brand's sexy, daring and fashionable lingerie collections. Allure stands-out with its kinky appeal, use of quality materials and eye-catching looks: making it a must-have addition to any fashion-forward lingerie assortment. From seductive dresses and naughty cat-suits to an amazing selection of corsets ([click here](#)): Allure has it all. Browse the Allure ranges online now and profit from this exclusive opportunity to order this fantastic brand!

SCALA 2.0 *Fully reloaded*

SCALA is fully reloaded at its new location in Wijchen, the Netherlands. This means that all our business activities, including warehouse, office and website, are live. If you're curious about some of the new aspects of our company, do make sure to check out the various NEW-themed SCALA editorials in this issue of PLAY magazine. These include details about our warehouse, ([click here](#)), more info on our new website ([click here](#)) and our new team ([click here](#)). We hope you'll get a chance to visit us at our new location soon, so we can provide a personal introduction to SCALA fully reloaded and what we can do for you: our valued customers!



CLICK HERE

50 Shades of SCALA



CLICK HERE

On the 8th of February the final movie of the Fifty Shades trilogy, Fifty Shades Freed, will hit cinemas worldwide. This means that now is the perfect time to stock up on BDSM-inspired toys, accessories and clothing that would certainly get Mr. Grey's seal of approval! Profit from the upcoming hype and invest in some kinky must-haves from the SCALA assortment: from hog-ties to love balls, pin wheels to eye-masks, we've got everything to make your consumers release their inner sub's and dom's. Place your orders now and get your selection in time for the movie's release!

Valentine's Day

Have you already updated your assortment with appealing Valentine's Day gift-options? Now is the time to get your stock in order and give your consumers a premium choice in romantic, sexy and enticing gift-choices, such as luxurious toy kits, indulgent drugstore items and seductive lingerie. As SCALA is your one-stop-shop for everything erotic, we offer something for every Valentine's Day shopping budget: from small to big, we've got romance at any price! Browse our special Valentine's Day-themed edition of SCALA's Favorites for inspiration and don't forget to source our website for more amazing products to spoil a loved one this February 14th.



CLICK HERE



CLICK HERE

SCALA

NEW Warehouse

SCALA'S new warehouse!

Our new warehouse and logistics center in Wijchen, the Netherlands were specifically constructed for SCALA's B2B wholesale needs – with completion and implementation in November 2017.

"The new warehouse enables us to provide premium service when it comes to the processing and shipment of orders."

Our new warehouse has all the floorspace needed to stock up on all your favorite brands, products and collections. We've invested heavily in maximizing our stock volumes and stock availability, meaning your biggest SKU's and best-sellers are never out of stock again.

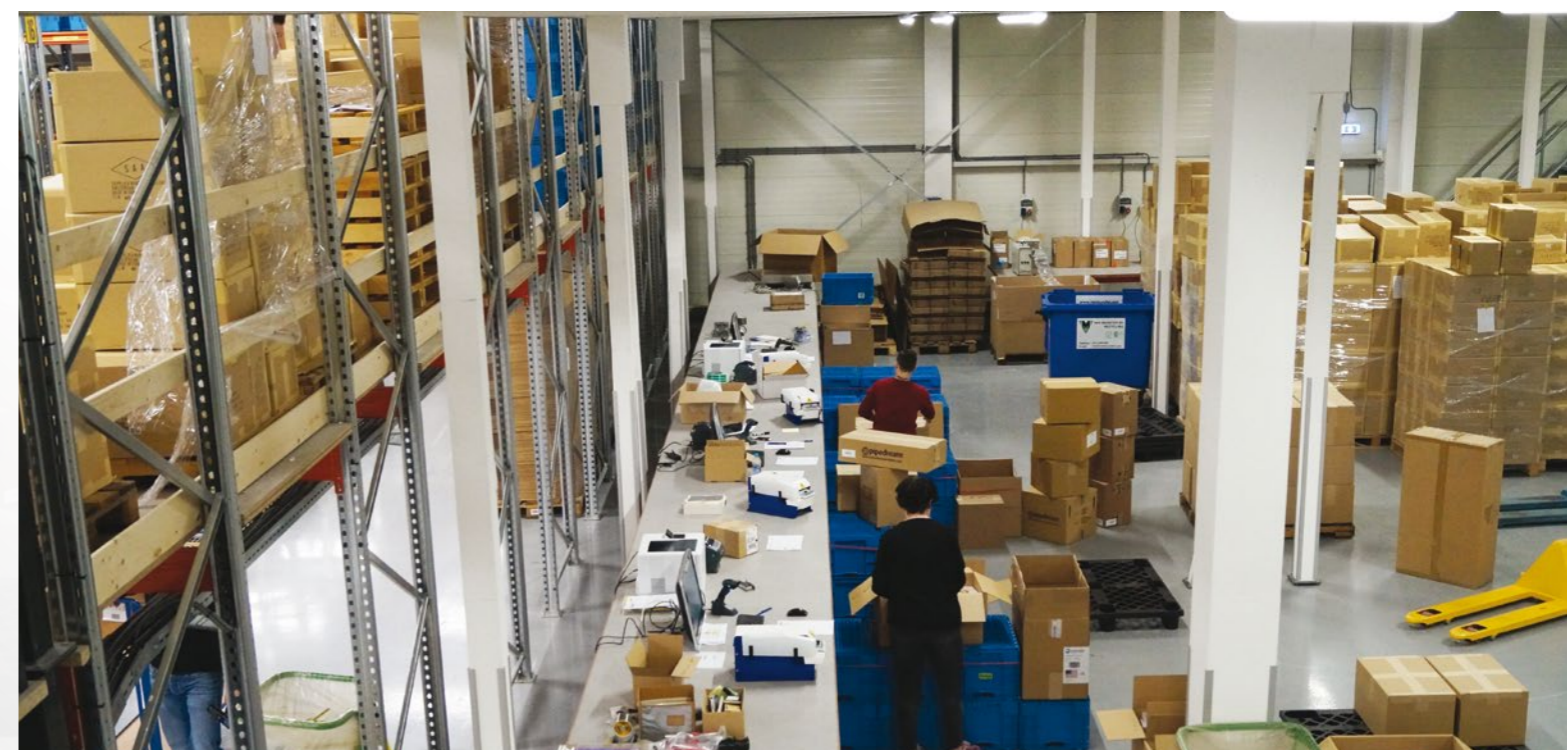
Other benefits of the 'fully reloaded' warehouse and logistics center are faster and more efficient shipment of orders, premium UPS parcel services, neat and durable packaging of orders, special handling of larger orders and pallet shipments and the availability of drop-shipping opportunities.

The SCALA team

Our new SCALA Warehouse and Logistics team is the key to the fast, neat and excellent packaging of orders. Each day, 30 employees get ready to pick, wrap and ship your orders, ensuring you receive a premium level of service - from the moment your orders are placed until the moment your products arrive at your front door. Leading this ambitious team are Harold and Tim.

If you have any questions regarding our logistics department, do not hesitate to contact them via:

logistics@scala-nl.com.





PILLOW TALK™

Turn your Valentine's day dreams into a reality with Pillow Talk by BMS! This feminine collection offers 3 distinct silhouettes made of premium silicone with a special cushioned surface for maximum comfort. The designs also feature the famous PowerBullet™ technology for deep, rumbling vibrations and are adorned with a sparkling Swarovski crystal for that extra luxurious touch.



CLICK HERE

29951
Flirty Vibe With Chrystal



CLICK HERE

29952
Sassy G-Spot Vibe with Crystal



CLICK HERE

29950
Cheeky Wand Wibe With Crystal



CLICK HERE

gala[™] by We-Vibe[™]

The new Gala by We-Vibe™ is a beautiful stimulator with dual vibrating tips. Each pleasure tip can be controlled independently or together, creating your own unique experience. Experiment with 10 pre-set vibration modes or create your own patterns with the compatible We-Connect™ mobile app. The Gala is USB-rechargeable, waterproof and made of premium silicone for a touch of luxurious comfort.



CLICK HERE

match[™]

The We-Vibe Match is another edition of We-Vibe's best-selling couples toy vibrator. The Match will intensify shared pleasure with its deep powerful vibrations that stimulate the G-spot and clitoris. The design is ergonomically curved for maximum comfort and offers 10 vibration modes and 10 levels of intensity. The Match is made of premium silicone and comes with a wireless remote control, USB-charging dock and a silky storage pouch for an extra luxurious touch.



sensations unite™

The Sensation Unite Set by We-Vibe™ combines the Unite couples toy and Pivot cock ring in one, irresistible package. The Unite is a wearable stimulator with an ergonomic flexible design, 10 unique vibration modes and an easy-to-use remote control. The Pivot is a soft, stretchy cock ring (We-Connect™ app compatible) with powerful vibrations that both partners can enjoy. Both toys are USB-rechargeable, splashproof and made of premium, body-safe silicone.



CLICK HERE

OVO[®]



SCALA is excited to announce the arrival of more than a dozen new designs in the OVO assortment. These new additions include mini vibrators, vibrators, anal probes and a sleek body massager. Combining state-of-the-art features with a very competitive pricing, these novelties are must-haves for any design-loving consumers!

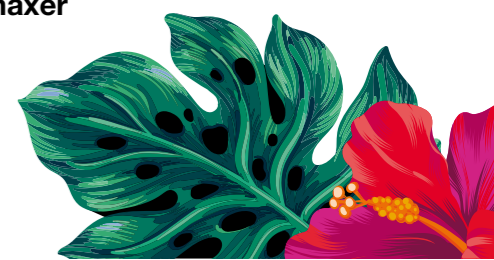
The new arrivals offer something for every preference: if you're craving compact and discreet, the mini vibrators are a must-have. Want a toy that feels ultra-soft and luxurious to touch? The new Sylkskin vibrators will indulge you with their smooth exterior. Into something a bit more adventurous? The thrilling anal probe will take you on the backdoor adventure of a lifetime!

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

[CLICK HERE](#)

Eden[™]
CALEXOTICS[®]

Take a trip to paradise with the luxurious Eden collection by CalExotics: now ready to order at SCALA! This chic range features 4 sensual silhouettes, each with their own unique, mind-blowing functions. Made of silky silicone and available in a trendy aqua color, Eden will certainly catch the eye in any in-store or online display. Make your assortment 'heaven on earth' and order Eden at SCALA online...



SCALA

NEW Website

WWW.SCALA-NL.COM

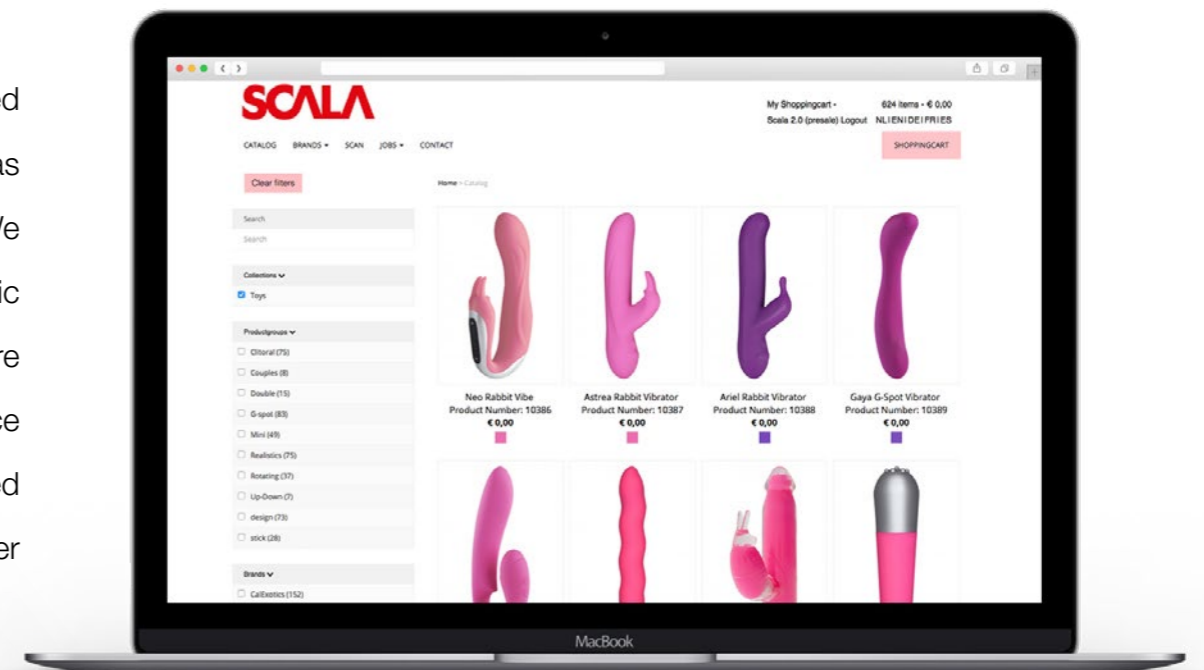
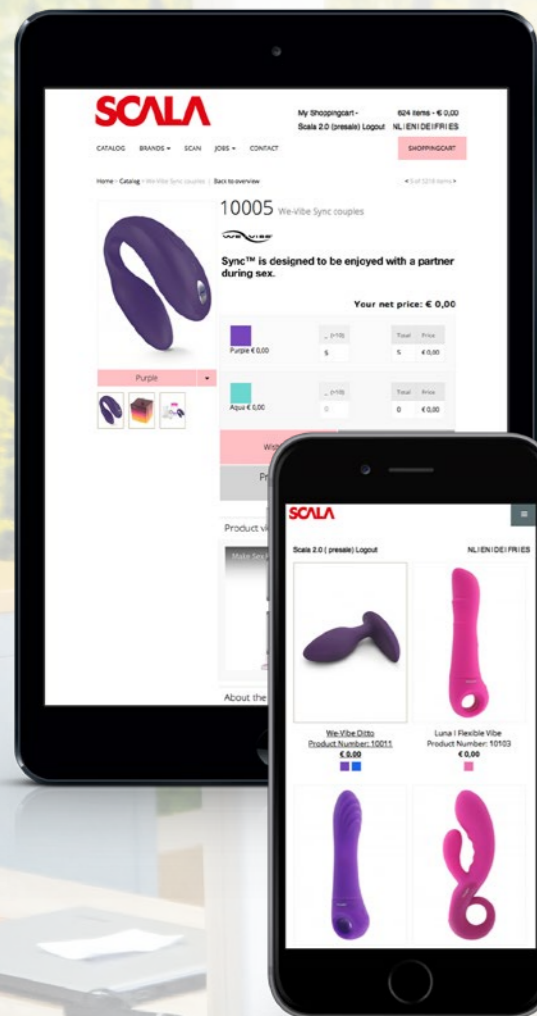


SCALA'S new website is here!

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.

[CLICK HERE](http://WWW.SCALA-NL.COM)



SCALA'S Favorites



38513 Romantic Heart ENG/ES TEASE & PLEASE

This game contains more than 100 challenges for pure romance, packaged in an adorable, heart-shaped box! Ask your partner to play your most romantic song, tell about an intimate dream you had or write a love poem: this product guarantees a special evening full of new, romantic discoveries...



18203 Firefly Prince - S

Ignite the passion this Valentine's Day with the amazing Firefly range by NS Novelties. One of our favorites from the collection is the new Prince: a smooth silicone anal plug in a pretty pink color, perfect for naughty backdoor adventures. This beauty comes with a flared base for maximum safety and a sturdy removal-loop for maximum intimate control!

CLICK
HERE



27511 I Rub My Kitty Travel Size BIG TEAZE TOYS

The I Rub My Kitty Travel Size stimulator by Big Teaze Toys will make you purr with desire! This compact stimulator offers thrilling vibrations in an adorable, cat-shaped silhouette. With big gift-appeal, it makes the purrfect non-intimidating gift for that someone special this Valentine's Day.

CLICK
HERE



94512 Aphrodisiac Warming Oil 100ml - Raspberry Feeling

Shunga's Aphrodisiac Warming Oil is a perfect foreplay item! This delicious, kissable oil creates a unique warming sensation that's activated by breath. Simply drizzle the oil on the desired area and let your lips roam free. There are multiple flavors available, including our favorite: Raspberry Feeling.

CLICK
HERE



17055 Red Heart Impression Paddle X-PLAY

Spank some love into the bedroom with the Red Heart Impression Paddle by X-Play. This paddle might look sweet, it sure packs some spice when used during intimate play. Easy to handle, easy to smack and easy to enjoy: it's the ultimate Valentine's gift for BDSM-fans who like to get kinky.

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SCALA

NEW Team

SCALA has recently undergone major changes, not only have we moved to a new location and implemented a new website, but our team has also evolved. We have been fortunate to find new talent to strengthen the existing, experienced SCALA team. We are confident our 'fully reloaded' team will be able to provide you with the best service possible, enabling you – and us – to thrive! Let's give you a quick overview of the main departments directly relevant for you – our valued customers:



Sales in-house: the SCALA sales team consists of an amazing mix of talent: some of our skilled staff have decades of experience in the industry, while others bring a bright, new perspective. The team is also multi-lingual: containing native speakers and representatives for French, German, English, Dutch, and Russian.

Your SCALA in-house sales team consists of: Aurélie, Evgeniia, Herman, Moniek, Nicki and Zoë, contact them for any sales-related matters via: sales@scala-nl.com.

Sales external: SCALA also has 4 dedicated Account Managers on the road. This team of outbound sales associates travels all around Europe to meet customers, provide advice and assist with orders. Jeroen and Ton are responsible for the Benelux, Kim is your contact for the UK and Scandinavia, whilst SCALA-veteran Martin takes care of the Southern European region.

Finance: our finance department is there to process all invoices, debits, credits and other currency matters. The team consists of Isa, Juliet and Tamara. If you have any questions regarding the payment

of your orders or other financial matters, do not hesitate to contact this department for further assistance via: finance@scala-nl.com.

Marketing: the marketing team, responsible for PLAY magazine, POS materials, editorial opportunities and more consists of Yvet (marketing), Samantha (copywriting) and Maarten (graphic design).

Contact the team for any marketing-related matters via:

marketing@scala-nl.com.



Great news for fans of the Fantasy C-Ringz range by Pipedream: SCALA has just added dozens of new, thrilling designs to the collection! The newest additions in the Fantasy C-Ringz range offer something for every manhood. For example: the amazing Duo Vibrating Super Ring; a cock ring with clit stimulator that will keep him harder, longer, whilst indulging her with powerful

clitoral stimulation or the Vibrating Cock Sleeve: a ring with a nubbed sleeve for maximum stimulation and maximum satisfaction. Discover all the new additions to the Fantasy C-Ringz collection by Pipedream today at SCALA online and order your favorites now.

You know what they say: 'if you like it, put a ring on it'!



CLICK
HERE

**21542
Fantasy C Ring Vibr Super Ring**



CLICK
HERE

**21538
Duo Vibr Super Ring**



CLICK
HERE

**21539
Infinity Super Ring**



CLICK
HERE

**21541
Vibr Cock Sleeve**



CLICK
HERE



CLICK
HERE

**21540
Peak Performance**



CLICK
HERE

**21537
Designer Stamina Set**



CLICK
HERE

**21543
Vibrating Super Ring**

CLICK HERE

nsnovelties

New in the Inya collection by NS Novelties: the Twister, Blossom and Queen. The Twister is a realistic, 7-speed vibrator with an innovative rotating shaft for maximum stimulation. It is also made of premium silicone and USB-rechargeable. The Blossom is an ABS, multi-speed vibrator with a separate clitoral stimulation

sleeve: allowing for very versatile play.

Lastly, but certainly not least, the Queen is a quality anal plug made of smooth silicone. The plug features a free-floating steel ball inside, creating amazing sensations during anal play.

Order your Inya favorites at SCALA online!

**18285
Inya Twister**

CLICK
HERE

**18287
Inya Queen**

CLICK
HERE

**18286
Inya Blossom**

CLICK
HERE



tease & please®



Wende den Braver co-founder Tease & Please

In 2005 the journey for Tease & Please begun. Alongside her husband, Richard Haex, Wende Braver created the brand to encourage couples to get honest, get intimate and get pleasurable. Their first erotic board game release - Ultiem Verlangen - (also known as; Wahre Liebe Spiel, Discover Your Lover, Mission Intime) is still one of the brand's best-sellers. "My husband and I have always been very interested in sensuality and sexuality. In our relationship we've experimented a lot, which sometimes has been a success – other times not so much. But that's is the whole point of experimenting: it allows you to try new things together, discovering what you like, what you dislike and what you both love. That idea became the main aim of Tease & Please: to encourage partners to explore their desires and learn new things to spice up their love life, (re)igniting that all-important passion for intimacy and each other.

"My husband and I have always been very interested in sensuality and sexuality"



COMING SOON

The inspiration for Tease & Please

We started Tease & Please because I noticed that in my surroundings, friends and acquaintances were often struggling to keep things exciting in their love lives, adopting a sometimes passive approach to sexuality: meaning intimacy was no longer a priority. I think that's fully understandable and there are many reasons for this, for example: children, work, stress, illness, but also being afraid to voice your desires in fear of rejection and stigmas on certain fetishes, discouraging people to speak their minds. Regardless of the specific reason for intimate neglect or routine, Richard and I wanted to create a playful option to make sexuality the primary focus again, to have partners engage in conversation about their desires and explore their fantasies in a fun, non-intimidating way. Ultiem Verlangen (available in 5 languages)– our first board game – proved to be an instant hit, paving the way for Tease & Please to grow and flourish.

Fast forward 13 years later and our collection is filled with playful game options, from the best-selling Ultiem Verlangen Classic to our popular 'Hearts' range (heart-shaped boxes filled with daring assignments and questions). Lastly, but certainly not least, our brand scored a big hit with Master & Slave; the bondage and adventure game – released last year. We are currently working on a new collection, which will be released later this year and are always looking to add new, exciting and enticing products to our stock: so, you can expect us to keep teasing and pleasing your consumers for a long time to come!

Valentine's Day

What better moment to surprise your partner with a Tease & Please product than Valentine's Day? To celebrate this special occasion and offer your consumers the perfect gift-options, Tease & Please is releasing 3 new games, ideal for exploring your desires together. Each game includes 6 different, tantalizing assignments to ignite the passion, written down in 10 different languages (English, Spanish, French, German, Dutch, Polish, Russian, Italian, Swedish and Norwegian); meaning it truly speaks your consumers' language - and the language of love at the same time! Each box has huge gift-appeal and is filled with special treats; offering an all-inclusive experience that you'll remember forever... Let's explore the new options, coming soon to SCALA:

TEASEME

The first release is TEASEME – which, as its name suggests, invites lovers to tease each other's minds and bodies with naughty assignments. The box includes everything needed for intimate exploration including a naughty eye-mask, sexy bondage rope and adjustable nipple clamps.

PLEASEME

If you want to take your play a step further and devote your attention to satisfying a partner with mind-blowing pleasure, PLEASEME is the way to go. The amazing assignments will fuel your fire, whilst the included accessories – a blind fold, feather tickler and kinky hand cuffs - allow you to experiment to your heart's desire.

FUCKME

The most daring, explicit new release is FUCKME. This game is all about discovering new positions of intimate play: literally, as it encourages you to get physical and try out new, tantalizing poses for sexual fun. The game comes with some enticing accessories, including a vibrating love ring, love dice, Kama Sutra playing cards and of course 6 naughty assignments to stimulate the senses. Reach that sensational climax together in new, surprising and inspiring ways with this must-have Tease & Please product!

Disclaimer: The new TEASEME, PLEASEME and FUCKME releases by Tease & Please are coming soon to SCALA! Please keep an eye on our newsletter for updates about the availability of these products.

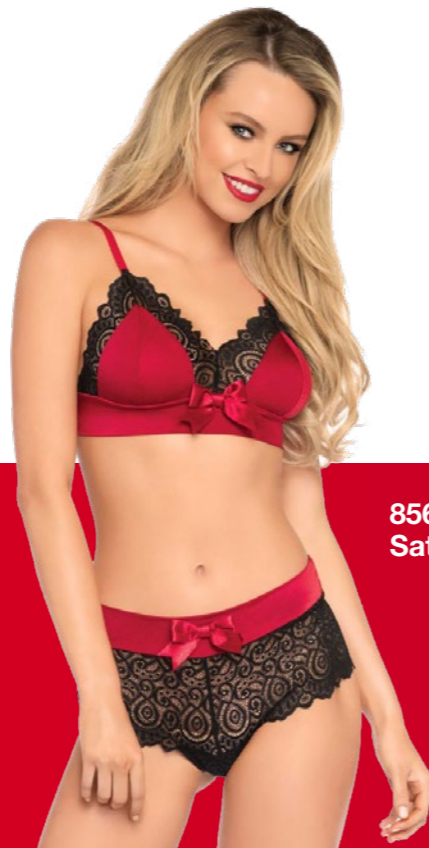


Leg Avenue™

inventors of fantasy™



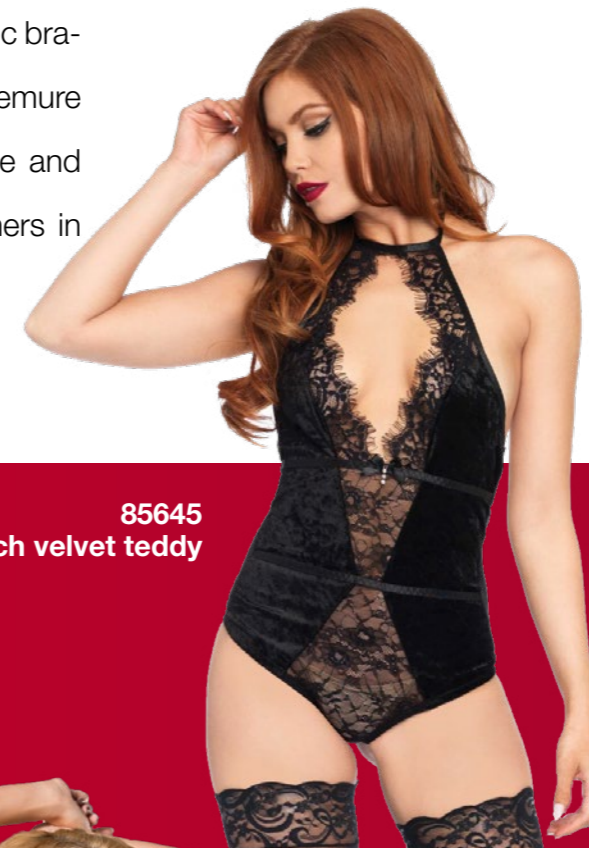
85631
Lace bralette and panty set



85630
Satin spandex bralette, string

Keep your lingerie assortment exciting and enticing with Leg Avenue's newest arrivals. This sexy choice in erotic apparel offers something for every style preference, shape and size: from naughty teddies to chic bra-sets, from looks that are very revealing to more sophisticated, demure options. Made of premium fabrics like sheer mesh, delicate lace and luxurious velvet, the newest products are guaranteed eye-catchers in any assortment. Browse all the new designs today!

[CLICK HERE](#)



85645
Halter stretch velvet teddy



85646
High cut lace and net teddy



70056
Faux Leather Zip Corset

Allure

EDGY & DARING

Go hell for (faux) leather with the Edgy & Daring collection by Allure. This line of erotic apparel features a fantastic selection of corsets: ranging from strapless to halter neck versions, laced fronts to metal clasp closures, all style-preferences have a match! Though the line has a high-end look and feel, the pricing is surprisingly competitive: making it an affordable must-have collection for any fashionable, daring and trendy lingerie assortment. Discover the range at SCALA today!

[CLICK HERE](#)



70050
Faux Leather Halter Corset



70057
Faux Leather Strapless Corset

SCALA'S Tips & Tricks

G-spot hitting facts

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 marketing@scala-nl.com with your suggestion.

In our industry, there are hundreds - if not thousands - of special G-spot toys: designs that promise to deliver unparalleled pleasure by stimulating that one, special area hidden deep within the female physique. But how much do you actually know about the G-spot? We're listing some G-spot hitting facts that you might not know, use them as background knowledge and impress your consumers with this remarkable, surprising info...

The Gräfenberg-spot

The location that we refer to as the G-spot is named after Ernst Gräfenberg, a German physician and scientist (who also invented the IUD birth-control method). The physician researched urethral stimulation in the 1940's and noted that 'an erotic zone always could be demonstrated on the anterior wall of the vagina along the course of the urethra'. This zone is now known as the G-spot, short for Gräfenberg-spot, after another researcher - Addiego - named the location after Gräfenberg in 1981.

The Graaf-spot

Though we actually shouldn't be talking about the Gräfenberg-spot at all. If we want to be historically accurate, the location should be called the 'Graaf-spot'. The actual existence of the G-spot was first claimed by the 17th-century, Dutch physician Reinier de Graaf. The doctor described female ejaculation and referred to an erogenous zone in the vagina that he likened to the male prostate; the same zone that Gräfenberg was talking about...



Part of the clitoris?

This one might be even more surprising: scientific research has theorized that the G-spot is actually an extension of the clitoris. You might think of the clit as a small exterior love nub, but this area of nerve endings actually extends all along the vaginal wall - including the location where the G-spot is claimed to be located. Therefore, stimulation of the area known as the G-spot would theoretically be the stimulation of a larger tract of the clit, which would make it C-spot, not G-spot pleasure.

Erection

Did you know the G-spot can actually become 'erect'. Research indicates that the area we call the G-spot actually grows when you stimulate it. According to various studies, a 'normal' G-spot is 2 to 3 centimeters in diameter and feels 'flat' when not aroused. Just like a man's penis, the spot can become 'erect' when turned on. Usually 20 minutes of arousal and physical stimulation is enough to awaken the zone, with the G-spot swelling and the skin going from relatively smooth to very ribbed/wrinkled - which is why its texture is often compared to that of a prune or the pit of a peach (though for some women, even in rest the area has a textured feel).

G-spo(t)iled for choice

Regardless how you call it, whether it's part of the clit or becomes erect: stimulation of the G-spot area feels amazing, something that women have known for centuries. Consumers are spoiled for choice when it comes to quality designs to provide G-spot hitting pleasure. At SCALA we stock a wide variety of G-spot dildos, vibrators and stimulators: in a great selection of colors, sizes and materials. Discover all the options at SCALA online today and truly hit your consumers' soft spot with these must-have erotic novelties!

Coming Soon

new
FLESHLIGHT *Girls*



Next Time



The Dirty Edition