

PRIMAVERA · SPRING · PRINTEMPS

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Loison's new promotional products go greener

*In addition to the **shopping bag** made from **recycled PET plastic bottles** and the **solar-powered calculator**, the range includes sweet-smelling **home fragrances**.*

*Loison's world now offers new tools for sellers and new **gadgets for the office and the home**.*

Loison Pasticceri strive not only to create special moments around their sweet creations, but also to shape the experience that contributes to enhancing them.

Dario Loison has always been keen to **provide all-around service to his customers**. He does so by going the extra mile, as he makes his clients' window displays and interiors more attractive with a tailored Loison look.

With this brand-specific approach in mind, Loison invested in internal research and design to develop its own **merchandising department, which now offers 35 items** in three different areas. Here are the **new products** that **Sonia Design** thought out and created to help Loison's clients with their **window displays, tasting events** and points of sale. There are also **new gadgets for use in the office or at home**.

FOR POINTS OF SALE

In addition to **springtime-themed decorative ornaments**, there are **new satin ribbons** sporting Sonia Design's colors for the **personalized gifts** that buyers will put in the new **shopping bag** made from **recycled PET plastic bottles**. With this **new environmentally conscious element**, Loison's Easter takes on **added value**. See pages 116-118 of the 2021 Spring catalog.

GIFTABLE SUPPLIES

These office supplies are "dressed" up as gifts, thanks to a design that adds a spark to everyday activities. **An example of eco-friendly gadgets is the solar-powered calculator**, which comes with colored notepads and post-it notes to make life easier. The **Pen & Pencil set** by "Sonia Design" features a pen with a soft-roll refill that will transform your writing, and a balanced-graphite pencil. Both are personalized with Loison's unique style. This set is so sought-after that Loison is already producing its **second series!** Finally, the **keychain with charms**, a stylish accent that can even embellish your purse! It is a small yet trendy object featuring a coordinated **5-rhinestone L-shaped pendant**. **L** as in **Loison, Love** or **Luxury**: a little quirk that makes Loison's packaging even prettier. See page 119 of the 2021 Spring catalog.

MULTISENSORY ACCESSORIES FOR THE HOME, OFFICE OR SHOP

After the sense of sight, it is the sense of smell that guides us and fully involves us when we open a box of *Colomba* or *Veneziana*. It is no coincidence that Loison's greatest effort in recent years has been to **personalize the natural fragrances that bring the baking company's creations to the next level**. The concept of a multi-sensorial experience encompasses all aspects of our life. But how? With **Sonia Design's** new air fresheners, you can now complete the look and smell of your home, office or shop. Choose from **two new home fragrances "Vento d'Oriente"** (Eastern Wind) and **"Tocchi di Primavera"** (Touches of Spring), a **scented candle** and a **fragrance diffuser**. See page 117 of the 2021 Spring catalog.

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