

# Vinylpostcards

A close-up photograph of a black vinyl record spinning on a turntable. A blue rectangular label with a white circuit-like pattern is placed on the record. A black tonearm with a silver M44-7 cartridge is positioned over the label. The background is dark and out of focus.

- Sustainable records in postcard format
- Vinylpostcard unlocks exclusive digital Media
- Analog and virtual within one format

# USP's



1. High quality analogue & digital music reproduction
2. Sustainable, hard-wearing, long-lasting & non-toxic
3. Fully loaded, exclusive digital art & media
4. Unique augmented reality (AR) experience
5. In app music player, library & gallery
6. Use cases: music releases, fan-clubs, promotions, tickets & invites, autograph cards, box-sets,...
7. Easily & cost-effective to bundle & ship
8. Fast turnaround of 5-6 weeks

# Generate new and additional revenue streams

- Low unit cost -> retail price incentivises take up and customer loyalty
- Pair or bundle with special edition and primary products to multiply revenues
- Great for diversifying & differentiating merchandise offer
- Build repeatable & regular revenue through fan club subscriptions

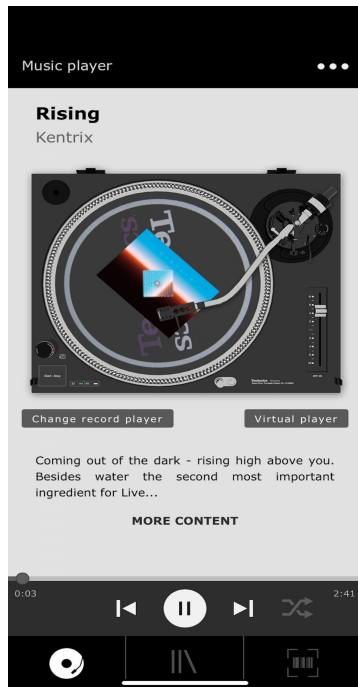


# Comparison

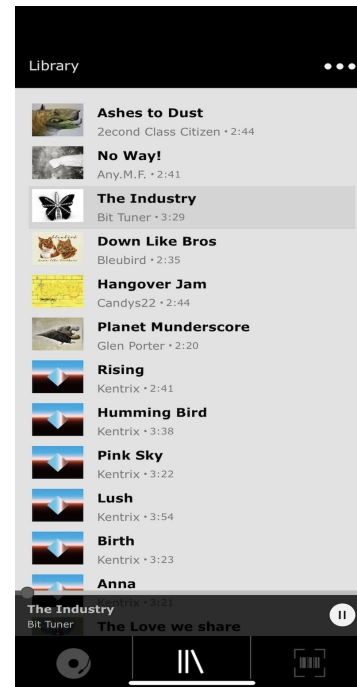
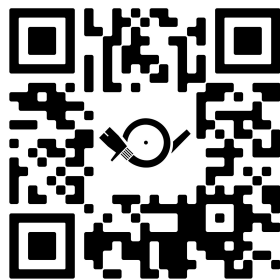
	7 inch record	Vinyl Post	Vinylpostcards
Analog audio reproduction	✓	✓	✓
Avg. cost / unit (300; excl. VAT)	€ 3.90	€ 3.82	€ 3.69
Non toxic (biocompatible) & sustainable	✗	✗	✓
Digital reproduction	✗	✗	✓
Dynamic digital content	✗	✗	✓
AR feature	✗	✗	✓
Double sided artwork	✗	✗	✓



# The virtual Vinylpostcard



Scan for instant  
web app access



# Market Context



## Gifts Novelty & Souvenirs

Global market size 2022 **USD 97.78 billion**. Projected: USD 126.62 billion by 2032 ([BusinessResearchInsights.com](https://www.businessresearchinsights.com))



## Music Industry

Physical sales in 2023 global:

**USD 5.1 Billion**

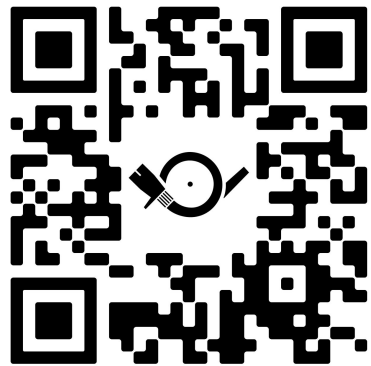
Physical revenue growth in 2023: **+13.4%** ([IFPI Report](#))

## Advertising/promotional purpose

B2B product presentations (luxury & lifestyle goods e.g.: Pro Audio, HiFi); B2B greeting cards in partnership with publishers



# Links & Contact



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