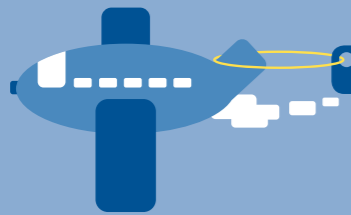




2010



**PEZ INTERNATIONAL AG**

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[www.pez.at](http://www.pez.at)

# PEZ - A STORY OF SUCCESS

The success story of PEZ candy started nearly a century ago in Austria. In 1927, Eduard Haas III invented a new peppermint candy and called it PEZ (after the German word for peppermint, **PfefferminZ**). It was originally meant to freshen the breath of the upper classes and was sold in pocket tins.

In the early 1960s, PEZ introduced dispensers that were appealing to children. The inimitable combination of tasty candy and fun dispenser was born, and so began PEZ's triumphal success around the world.

### PEZ Candy + PEZ Dispensers = Worldwide Success

In 1962, the first licensing agreement with Walt Disney was signed. Placing heads of cultural icons on the candy dispensers added the final touch to the unique product of PEZ. Almost instantly, children and the young-at-heart started collecting, refilling and trading the different dispensers in schoolyards and offices.

Today, more than 65 million PEZ dispensers and more than 4.2 billion of the delicious brick-shaped PEZ candies are sold every year. Product innovations and state-of-the-art production conditions guarantee PEZ's continuing lead in the market.

### MORE CHARACTERS, MORE FUN

PEZ regularly adds new characters to the cast. That means PEZ lovers and collectors always have a new reason to keep buying PEZ. At the moment, the product range consists of more than 80 different figures.





# CANDIES FOR EVERYONE

Though the characteristic brick shape of the PEZ candy has never changed, new flavours have been added to appeal to different tastes and to offer variety. Children just love to try new things!

**Fruity favourites:** Strawberry, Orange, Lemon, Cherry and Raspberry

**Seasonal treats:** Raspberry-Lemon and Peach, Strawberry-Vanilla and Tangerine

**Cola flavour**

**And don't forget PEZ minis:** They're the little ones with the BIG taste. With classic flavours of Strawberry, Orange, Lemon, Cherry and Raspberry, they are hugely popular among children.



**SINGLE REFILL:**  
Strawberry, Orange, Lemon, Cherry,  
Raspberry and Cola

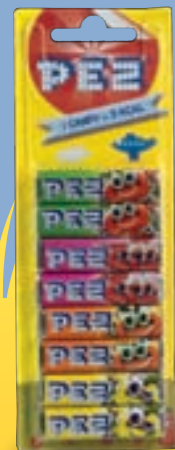
**MINIS:**  
The little ones with the big taste.

Raspberry-Lemon,  
Peach

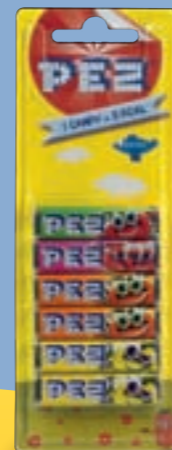
Strawberry-Vanilla,  
Tangerine

# PERFECT PRESENTATION GUARANTEES GREAT SALES

Sell more with inspiring candy presentations! From big supermarket to small outlet, PEZ has fantastic product displays for businesses of all sizes. PEZ displays are sure to catch the eye on shelves, table tops and near the cash register.

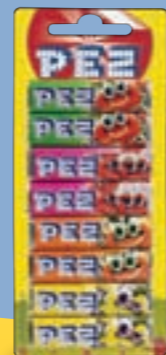


**8-PACK EUROBLISTER**  
Fruit, Cola, Winter and Summer Fruit Mix (also available with stickers & tattoos)



**6-PACK EUROBLISTER FRUIT**  
also available for Cola, Winter and Summer Fruit Mix

**8-PACK BLISTER FRUIT**  
also available for Cola, Winter and Summer Fruit Mix



**1/100 PEZ MINIS**



**1/100 SINGLE REFILL FRUIT**  
also available for Cola, Winter and Summer Fruit Mix



**1/200**



**1/400**



**1/8/16 REFILL TUBE**  
fruit or peppermint



**1/12 8-PACK BLISTER FRUIT**  
also available for Cola, Winter and Summer Fruit Mix



**1/24 8-PACK OR 6-PACK EUROBLISTER FRUIT**  
also available for Cola, Winter and Summer Fruit Mix



**1/45 5-PACK**  
Fruit Mix

DESCRIPTION		2/400 Single Refill	3/200 Single Refill
Gross Weight (kg)	display	3.400	1.700
	outer	6.800	5.100
Contents	display	400	200
Size (mm)	display	278 x 175 x 110	265 x 185 x 175
Palletisation	cartons / layer	8	16
	layers / pallet	10	7
	total outers / pallet	80	112
	total displays / pallet	160	336
Shelf Life		24 months	24 months

DESCRIPTION		1/6/100 PEZ MINIS Plastic Display
Gross Weight (kg)	display	0.480
	outer	2.990
Contents	display	100
	outer	6
Size (mm)	display	Ø 118 x 79
	outer	365 x 128 x 167
Palletisation	cartons / layer	18
	layers / pallet	9
	total outers/pallet	162
	total displays/pallet	972
Shelf Life		24 months

DESCRIPTION		1/24 Euroblister 8-pack	6-pack	1/6/100 Single Refill	1/12 Blister 8-pack	1/8/16 Refill Tube fruit or peppermint	1/45 5-pack
Gross Weight (kg)	display	2.070	1.660	0.900	1.033	1.286	2.200
	outer			6.230			
Contents	display	24	24	100	12	8	45
	outer			6			
Size (mm)	display	163 x 160 x 220	163 x 160 x 220	120 x 95 x 154	220 x 84 x 146	133 x 98 x 195	200 x 200 x 95
	outer			310 x 253 x 165			
Palletisation	cartons / layer	35	35	11	25	48	20
	layers / pallet	6	6	8	15	12	10
	total outers / pallet			88			
	total displays / pallet	210	210	528	375	576	200
Shelf Life	24 months	24 months	24 months	24 months	24 months	24 months	24 months

# BEN 10



Heatblast



Waybig



Ben

CARTOON NETWORK TM & © Cartoon Network. (s09) visit CartoonNetworkEurope.com

# NICKELODEON SPONGEBOB SQUAREPANTS



Spongebob



Patrick



Squidward



Gary

© 2009 Viacom International Inc.

# DREAMWORKS SHREK FOREVER AFTER



Puss 'n Boots



Shrek



Donkey



Fiona

Shrek Forever After™ & © 2010 DreamWorks Animation L.L.C. Shrek is a registered trademark of DreamWorks Animation L.L.C

# Disney ANIMAL FRIENDS



Marie



Penny



Bambi



Simba



Baloo

© Disney

# Disney · PIXAR TOY STORY



Rex



Woody



Slinky Dog



Buzz Lightyear

© Disney/Pixar. Slinky® Dog. © Poof-Slinky, Inc.

# Disney My Friends Tigger & Pooh



Tigger

Winnie

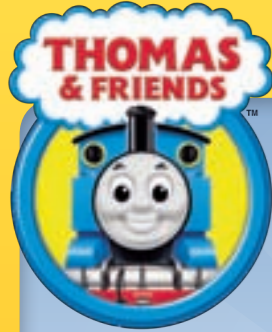


Buster



Darby

© Disney



Percy

James

Thomas

© Gullane (Thomas) Limited 2009



Bloom

Flora

Stella

Winx Club™ © 2003-2009 Rainbow S.p.A. All Rights Reserved. Series created by Iginio Straffi



Mickey

Donald

Minnie

Goofy

Pluto

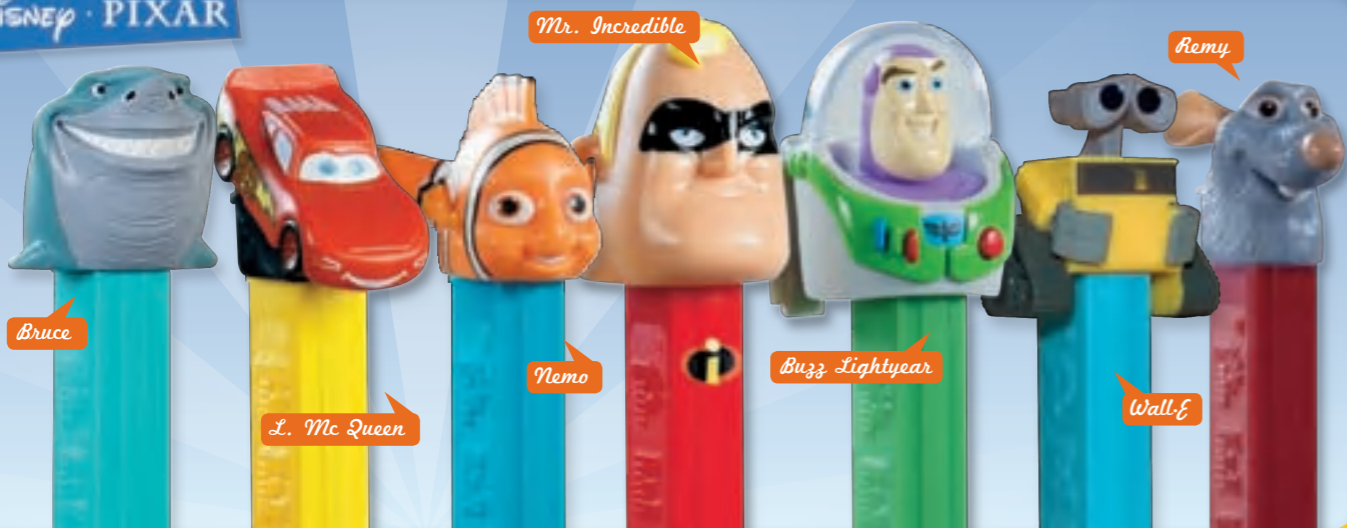
Daisy

© Disney



Hello Kitty

© 1976 SANRIO ©



Bruce

L. McQueen

Nemo

Mr. Incredible

Buzz Lightyear

Wall-E

Remy

© Disney/Pixar



Silvermist

Tinkerbell

Fawn

Rosetta

Iridessa

© Disney



© Disney



© 2004 PEZ International



click 'N' play



the new innovative PEZ dispenser!!!



NEW



© Disney

# Halloween



Pumpkin

Witch

Joti

Glowing Ghost

© 2003 PEZ International



Santa Claus

Polar Bear

Reindeer

Snow Man

XMas Truck

© 2002 PEZ International



Mr. Bunny

Mrs. Bunny

Duck

© 2003 PEZ International

# PEZ SEASONAL

Every season has its beauty and every season has its own set of special PEZ products. Choose from a range of special dispensers, candies and other surprises. They are sure to spice up Easter and Christmas.

## PEZ Christmas



1/12 XMAS CONTAINER 1+4



XMAS CONTAINER



XMAS TWINPACK



XMAS TUBE  
1+7 Fruit

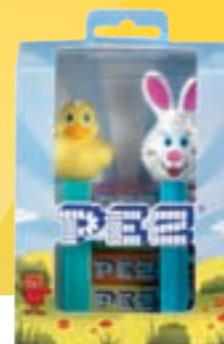
## PEZ Easter



1/12 EASTER EGG 1+4



EASTER EGG



EASTER TWINPACK



EASTER TUBE  
1+7 Fruit



SEASONAL

DESCRIPTION	X-Mas/Easter Tube 1+7	1/12 PEZ Twinpack 2+4	2/12 Easter Egg/ X-Mas Container 1+4
Gross Weight (kg)	unit	0.595	0.118
	display	1.085	1.609
	outer		2.492
Contents	display / outer	28	24
Size (mm)	display	340 x 288 x 286	322 x 215 x 149
	outer		283 x 336 x 148
Palletisation	cartons / layer	8	8
	layers / pallet	5	9
	displays / pallet		12
	total outers / pallet		48
	total cartons / pallet	40	96
Shelf Life	24 months	24 months	24 months

# POWERFUL ATTENTION MAGNETS

The exciting PEZ packages work their charm every time: First they grab the child's attention and then the child reaches for his or her favorite PEZ dispenser – eager to own it. Placing the core products – dispensers and refills – next to each other and at a child's eye level is therefore very important and can ramp up sales by a whopping 50%.



1/24 EUROBLISTER 1+3  
also available for 1+2 and 1+1



1/12 IMPULSE BLISTER 1+2  
also available for 1+1



1/12 VALUE PACK IMPULSE BLISTER 1+2  
also available for 1+1

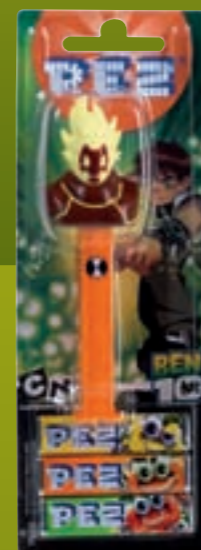
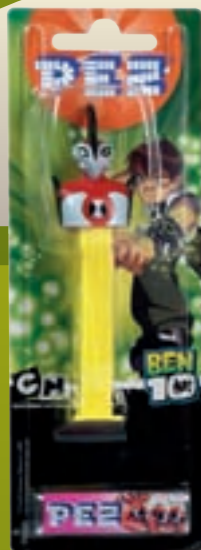


1/12 EUROBLISTER 1+3  
also available for 1+2 and 1+1

EUROBLISTER 1+1

EUROBLISTER 1+2

EUROBLISTER 1+3



IMPULSE BLISTER 1+1

IMPULSE BLISTER 1+2



1/12 EUROBLISTER 2-FACING 1+3  
also available for 1+2 and 1+1

DESCRIPTION		1/12 Euroblister 1+2	1/12 Euroblister 1+3	1/24 Euroblister 1+2	1/24 Euroblister 1+3
Gross Weight (kg)	display	0.718	0.918	1.343	1.543
Contents	display	12	12	24	24
Size (mm)	display	199 x 197 x 222	199 x 197 x 222	300 x 262 x 220	300 x 262 x 220
Palletisation	display / layer	20	20	12	12
	layers / pallet	8	8	7	7
	total displays / pallet	160	160	84	84
Shelf Life		24 months	24 months	24 months	24 months

DESCRIPTION		1/6/12 Impulse Carton		1/12 Euroblister 2-facing		1/12/12 Value Pack
		1+1	1+2	1+2	1+3	
Gross Weight (kg)	unit	0.037	0.046			0.046
	display	0.669	0.771	0.888	0.897	0.728
	outer	4.460	5.072			9.421
Contents	display	12	12	12	12	12
	outer	6	6			12
Size (mm)	display	220 x 188 x 178	220 x 188 x 178	280 x 164 x 223	280 x 164 x 223	47 x 438 x 315
	outer	569 x 229 x 370	569 x 229 x 370			324 x 595 x 462
Palletisation	outer / layer	7	7			5
	displays / pallet			19	19	
	layers / pallet	4	4	7	7	2
	total outers / pallet	28	28			10
	total displays / pallet	168	168	133	133	120
Shelf Life		24 months	24 months	24 months	24 months	24 months

# ATTRACTIVE DISPLAYS BOOST SALES

Our product presentations are like the perfect sales pitch. PEZ offers a complete range of shop displays to ensure that all PEZ products are presented in a way that's proven to capture the attention of the customers. Circular product displays take center stage while the semi-circular designs can be placed against a wall, thus maximizing the sales power of every retail space. Different sizes cater to different needs: The "large" rack presents 4 levels of PEZ candy and the "medium" size presents 3 levels. All the point-of-sale displays, the crowners in a variety of designs and the eye-catching wobblers have one thing in common: They drive sales all year round.



**RACK MEDIUM CIRCULAR**  
(3 Levels)

**RACK MEDIUM SEMI-CIRCULAR**  
(3 Levels)



**WALL DISPLAY**

**SHELF DISPLAY**



**1/270 Z-CLICK DISPLAY**



**SINGLE STACK DISPLAY**



**QUARTER PALLET**



**RACK LARGE SEMI-CIRCULAR**  
(4 Levels)



**RACK LARGE CIRCULAR**  
(4 Levels)

**CLIP STRIP CARTON**



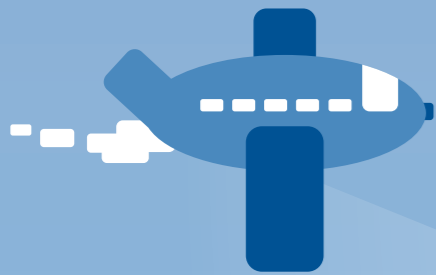
**CLIP STRIP PLASTIC**

DESCRIPTION	Rack large		Rack medium		PEZ Wall Display	PEZ Shelf Display
	circular	semi-circular	circular	semi-circular		
Width (cm)					41	41
Depth (cm)					25	25
Height (cm)	195.4		168.4		70	25
Diameter (cm)	70		70			
Quantity	168 x 1 + 3	84 x 1 + 3	112 x 1 + 3	56 x 1 + 3	45 x 1 + 3	15 x 1 + 3
	144 x 8-packs	72 x 8-packs	144 x 8-packs	72 x 8-packs	120 x 8-packs	40 x 8-packs
Size Cartons (cm)	70 x 80 x 40					
Units / Cartons					1	6
Cartons / Pallet	9	9	9	9		

DESCRIPTION		Single Stack Display		Quarter Pallet	
		72 x 1+3	48 x 8-pack	216 x 1+3	144 x 8-pack
Gross Weight (kg)	carton	10.240		29.280	
Contents	carton	72	48	216	144
Size (mm)	carton	582 x 400 x 506		585 x 398 x 1260	
Palletisation	cartons / layer	4		4	
	layers / pallet	3		1	
	total cartons / layer	12		4	
Shelf Life		24 months	24 months	24 months	24 months

DESCRIPTION		1/270 Z-Click Display duo-pack
Gross Weight (kg)	unit	0.070
	stack	17.500
Contents	display	54
	stack	270
Size (mm)	outer	405 x 293 x 420
	stack	405 x 293 x 820
Palletisation	racks / layer	6
	layers / pallet	2
	total racks / pallet	12
Shelf Life		24 months

# THE DIVERSITY OF SWEETNESS - PEZ BAGS



**SPORTS & FUN BAG**  
features a variety of PEZ classics.



**HELLO KITTY BAG**



**SPONGEBOB BAG**

1/24 Hello Kitty Bag  
also available for  
Spongebob



BAGS



Hello Kitty

For Bags only!!!

Usahana



Spongebob

Patrick

Squidward

Gary

DESCRIPTION	1/24 Bags
Gross Weight (kg)	display 3.06
Contents	display 24
Size (mm)	display 365 x 268 x 188
Palletisation	displays / layer 8
	layers / pallet 8
	total displays / pallet 64
Shelf Life	24 months



DESCRIPTION	1/20 Sports and Fun Bag
Gross Weight (kg)	unit 0.228
	display 4.963
Contents	display 20
Size (mm)	display 395 x 297 x 230
	displays / layer 8
Palletisation	layers / pallet 8
	total displays / pallet 64
	Shelf Life 24 months

# PEZ friends

**NEW!**

*My best Friends!*



*candy dispenser*

*keyring*



1/12 PEZ FRIENDS HELLO KITTY  
also available for Mickey Mouse



SINGLE STACK DISPLAY PEZ FRIENDS HELLO KITTY  
also available for Mickey Mouse

DESCRIPTION		1/12 PEZ Friends Mickey Mouse/Hello Kitty 1+1	Single Stack Display PEZ Friends	
			36 x 1+1	48 x 8-pack
Gross Weight (kg)	display	0.035		
	outer	0.650		
	carton		5.148	
Contents	display	12		
	carton		36	48
Size (mm)	display	180 x 245 x 240		
	carton		582 x 400 x 506	
Palletisation	displays / layer	15		
	cartons / layer		4	
	layers / pallet	9		2
	total displays / pallet	135		
	total cartons / layer		8	
Shelf Life		24 months	24 months	

## PEZ GIFTS



MICKEY MOUSE TIN



PEZ PENCIL BOX  
filled with 6 x 4 packs of PEZ candy rolls.



HELLO KITTY TIN



*Design may vary!*

PEZ SPORTS CAR  
with built-in PEZ dispenser, pull-back mechanism and 2 x 4 packs of PEZ candy rolls.



HELLO KITTY TUBE  
1+7 Fruit



XXL DISPENSER HELLO KITTY

XXL DISPENSER WINNIE POOH

XXL DISPENSER BUZZ LIGHTYEAR

XXL DISPENSER MICKEY MOUSE



XXL DISPENSER HELLO KITTY

DESCRIPTION		1/6 Hello Kitty Tin
Gross Weight (kg)	unit	0.369
	display	2.464
Contents	display	6
Size (mm)	display	375 x 255 x 170
	cartons / layer	9
Palletisation	layers / pallet	9
	cartons / pallet	81
	Shelf Life	24 month

DESCRIPTION		1/6 Mickey Tin
Gross Weight (kg)	unit	0.337
	outer	2.022
Contents	unit	1 x 3-pack candy rolls
	display	6
Size (mm)	unit	178 x 190 x 57
	display	387 x 191 x 195
Palletisation	displays / layer	12
	layers / pallet	8
	total displays / pallet	96
Shelf Life		24 month

DESCRIPTION		1/6 XXL Dispenser
Gross Weight (kg)	unit	0.590
	display	4.348
Contents	unit	2x7 pack candy rolls
	display	6
Size (mm)	unit	140 x 115 x 345
	display	440 x 355 x 270
Palletisation	displays / layer	5
	layers / pallet	5
	total displays / pallet	25
Shelf Life		24 months

DESCRIPTION		1/8 Sports Car	1/10 Pencil Box	1/28 Tube Tray 1 + 7
Gross Weight (kg)	unit	0.340	0.310	0.108
	display	2.940	3.320	3.370
Contents	unit	2 x 4-pack candy rolls	6 x 4-pack candy rolls	
	display	8	10	28
Size (mm)	unit	210 x 110 x 8 +70mm hang tag	190 x 95 x 25	
	display	475 x 225 x 170	200 x 200 x 137	340 x 288 x 286
Palletisation	displays / layer	7	24	8
	layers / pallet	8	9	5
	total displays / pallet	56	216	40
Shelf Life		24 months	24 months	24 months

# PEZ HAS THE LICENSE TO DELIGHT

## Dextrose



# A FRUITY, FIZZY DELIGHT

## Fizzy Candies



## VITA PEZ

## Polka Bears

## PEZ Funky Fizzy



DESCRIPTION		1/12 Spongebob Dextrose 100g	2/24 Licensed Dextrose/Polka Bears	2/24 Vita PEZ Dextrose
Gross Weight (kg)	unit	0.110	0.920	
	display	1.420		0.880
	outer		1.910	1.850
Contents	display	12	24	24
	outer		2	2
Size (mm)	display	120 x 145 x 305	174 x 144 x 84	174 x 144 x 84
	outer		181 x 153 x 179	181 x 153 x 179
Palletisation	outers / layer		30	30
	cartons / layer			
	displays / layer	20		
	layers / pallet	13	10	10
	total outers / pallet		300	300
Shelf Life	total displays / pallet	260	600	600
		24 months	24 months	24 months

DESCRIPTION		1/24 10pack Funky Fizzy	2/150 Funky Fizzy 6g plastic tin	2/300 Funky Fizzy 3g plastic tin	1/30 4+1 Funky Fizzy	2/24 Fizzy Candy 30g	1/12 Fizzy Candy 100g
Gross Weight (kg)	unit	0.074			0.033	0.032	0.110
	display	1.976	0.986	0.986	1.090	0.868	1.420
	outer		2.108	2.108		2.036	
Contents	display	24	150	300	30	24	12
	outer		2	2		2	
Size (mm)	display	248 x 164 x 221	Ø 160 x 133	Ø 160 x 133	95 x 200 x 202	83 x 145 x 172	120 x 145 x 305
	outer		325 x 175 x 175	325 x 175 x 175		172 x 149 x 177	
Palletisation	cartons / layer					30	20
	outers / layer		17	17			
	displays / layer	21			20		
	layers / pallet	6	12	12	10	10	13
	outers / pallet		204	204			
	total outers / pallet					300	
Shelf Life	total displays / pallet	126	408	408	200	600	260
		24 months	24 months	24 months	24 months	24 months	24 months



MIXED FRUIT  
(STRAWBERRY, CHERRY,  
LEMON, ORANGE,  
APPLE, PEAR)



**DELICIOUS TASTE  
CUTE LOOK  
NATURAL INGREDIENTS**



**QUAPER**

**COOL!**



BARRY



LUCY



KENNY



CLIP STRIP  
JELLY GANG  
- NOT ASSEMBLED

**I ♥ JELLIES**



1/12 JELLY GANG



1/24 JELLY GANG

DESCRIPTION		1/12 Jelly Gang 100g	1/24 Jelly Gang 100g
Gross Weight (kg)	unit	0.104	0.104
	display	1.465	2.860
Contents	display	12	24
Size (mm)	display	218 x 137 x 326	218 x 263 x 326
Palletisation	displays / layer	19	10
	layers /pallet	7	8
	total displays / pallet	133	80
Shelf Life		18 months	18 months

# CANDY FUN

THE FUN CONCEPT FOR KIDS!!!



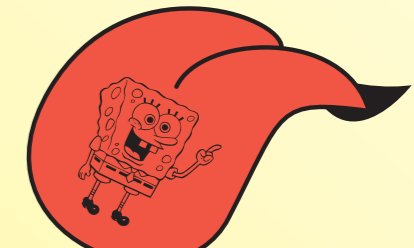
CANDY FUN 1/24 BRACELETS EUROBLISTER



1/24 CANDY FUN BRACELETS with candies in a variety of flavours



1/24 CANDY BRACELETS



DESCRIPTION	8/24 Candy Fun Bracelets	1/24 Hello Kitty Candy Bracelets Euroblister	1/24 10pack Funky Fizzy	1/24 Tongue tattoos
Gross Weight (kg)	unit	0.016	0.073	0.019
	display	0.384	1.950	0.656
Contents	display	24	24	24
	display	120 x 140 x 85	315 x 298 x 220	220 x 84 x 146
Palletisation	cartons / layer	12		
	displays / layer		8	21
	layers / pallet	8	7	6
	total displays/ pallet	768	56	126
				126
Shelf Life	24 months	24 months	24 months	24 months



POSTER



PEZ PENCIL BOX



VOLLEYBALL



SHOPPER BAG

# PRODUCTS FOR EXTRA SALES FUN

From promotional purposes to sales events and raffles, there's a wide range of sales-supporting activities that can benefit from advertising items that revolve around the PEZ brand name.

The series of PEZ merchandising products offers attractive items that appeal to children and adults alike and help to connect with customers and strengthen customer loyalty. PEZ reserves the right to change selections in order to remain current.



PEZ SPORTS CAR



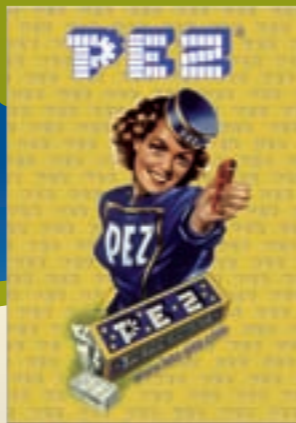
XXL DISPENSER HELLO KITTY



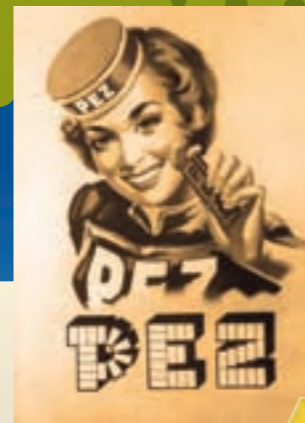
METALBOX



BALLOONS



POSTER



SHIRTS MEN



PROMOTION TRUCK



UMBRELLA



CAP ADULTS



BEACH MAT



BATH TOWEL



CAP KIDS



BALLPOINT PEN



SHIRTS KIDS



SHIRTS WOMEN