

Higher Sales

in the Blink of an Eye





Smart Ideas for Exhibitions, Mailings and POS

Usables® develops unusual POS, trade fair and mailing items in Düsseldorf's media harbour. This is where our small team regularly files ideas for patent. Our products are manufactured by our partners in Germany and our EU neighbours.

The Eye-Catcher – Gravity Lifter®

Products levitate to a height of up to 70 mm with the Gravity Lifter® – a real eye-catcher. More attention and more sales at the POS, at fairs and in showrooms are the result. Fascinate your customers and elegantly boost your sales with the Gravity Lifter®. Objects weighing up to 2 kg can be displayed rotating in the air – a real “wow factor” for your product.

100+ Registrations
at the Patent Office



International Design Awards

Usables® has won many innovation and design awards at international level, including the Red Dot Design Award, the Superstar Award and the Popai Paris. The over 100 patents pending demonstrate the high level of creativity and the determination to bring a smile to customers' faces.

“Breathtaking”



Levitating height
25 mm
Load capacity
580 g

The Dream of Flying 24/7 Becomes Easy and Real

The Gravity Lifter® is designed not only for use at trade fairs, but also as a shop fitting. The gallery column with its elegant design and black or white textured paint presents your product at eye level. The magical turntable carrying the product thus grabs the attention faster and more effectively.

i Tabletop unit or plinth?
The effect is best visible at eye level with a levitation height of 25–70 mm – the average European eye level is 155 cm. The steeper the viewing angle, the more difficult it is to appreciate the levitation effect.

Tabletop device



155 cm tall plinth column for eye level

Gravity Lifter® Mini

Investment

Levitating height	Up to 25 mm
Load capacity	Up to 580 g
Dimensions	22 x 22 x 5 cm
Dimensions with plinth	23 x 23 x 155 cm
Puck diameter	Ø 6 cm
Lighting	8 LEDs (pointing upward)
Coating	Durable, elegant textured paint
Colour	Black RAL 9005 / White RAL 9016
Weight	Tabletop device: 2 kg/plinth: 15.5 kg
Power consumption	Approx. 3 W in continuous operation

Quantity	1	25	50	100
Price	473 €	402 €	378 €	331 €

Accessory
155 cm tall plinth: 296 €
Matching standard acrylic cover: 281 €
More extras on page 18

Hire
1-week hire including professional flight case for easy and safe transport:
Mini 118 € or Mini with column at eye level 179 €

At the Centre of Attention

Levitating height
48 mm
Load capacity
580 g



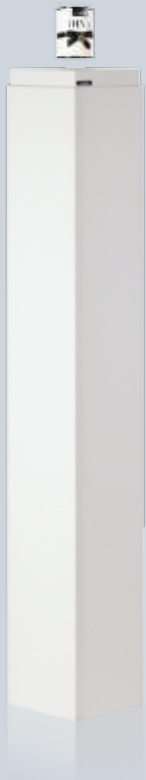
The levitating puck
can be integrated
invisibly into the
product – cunning!

The Greater the Height, the Bigger the Long-Range Effect – the Ultra 2.0

If you want to attract the attention of customers at trade fairs or in shops over longer distances, you need more height. The Gravity Lifter® Ultra 2.0 offers this advantage and gets mobile phones, cosmetics and much, much more to float in the centre of attention. Advertising can be applied simply with stickers that can be easily replaced when Gravity Lifter® is used for other purposes.

i No cables
Levitation for several days with a power supply – the 13.7 kg battery pack powers the Gravity Lifter® and easily fits inside the column, where it also provides additional stability. It can also be used as a buffer storage in retail stores when the power is turned off in the evening or at weekends.

Tabletop device



155 cm tall plinth column for eye level

Gravity Lifter Ultra 2.0	
Levitating height	Up to 48 mm
Load capacity	Up to 580 g
Dimensions	22 x 22 x 5 cm
Dimensions with plinth	23 x 23 x 155 cm
Puck diameter	Ø 8 cm
Coating	Durable, elegant textured paint
Colour	Black RAL 9005 / White RAL 9016
Weight	3 kg / plinth 15.5 kg
Power consumption	Approx. 4 W in continuous operation

Investment				
Quantity	1	10	25	100
Price	884 €	796 €	751 €	664 €

Accessory
155 cm tall plinth: 296 €
Matching standard acrylic cover: 280 €
More extras on page 18

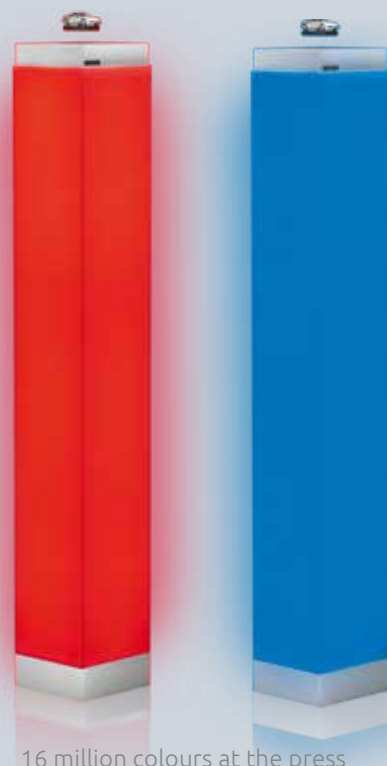
Hire
1-week hire including professional flight case for easy and safe transport:
Ultra 284 € or Ultra with column at eye level 437 €



Bright with 1,200 High-Power LEDs, Sales Boosted by the Right Colour and Impressive Levitating Height

The Gravity Lifter® Ultra Crystal 2.0 is the perfect central attraction for product marketing, and more besides. Present your products weightlessly and exploit the wow factor.

Impressively bright thanks to 1,200 high-power LEDs and easy selection of exactly matching colour flows and programs with the included remote control.



16 million colours at the press
of a button for your brand

Gravity Lifter® Crystal 2.0

Levitating height	Up to 48 mm
Load capacity	Up to 580 g
Dimensions	23 x 23 x 155 cm
Puck diameter	Ø 8 cm
Weight	14,5 kg
Lighting	1,200 LEDs from inside
Colour	Brightness and colour change programs possible with the included remote control
Power consumption	Gravity Lifter® approx. 4 W in continuous operation plus LEDs

Investment Crystal 2.0 including plinth

Quantity	1	10	25	100
Price	2,936 €	2,642 €	2,496 €	2,202 €

Accessory
Matching standard acrylic cover: 281 €
More extras on page 18

Hire
1-week hire including professional flight case for easy and safe transport:
Crystal 2.0 with column at eye level 690 €



Load capacity
2000 g

Levitating height
45 mm



2 Kilos Floating mid Air – for a Breathtaking Effect

2 kg load capacity and a levitating height of up to 45 mm – that is impressive! Your fascinated customers won't be able to take their eyes off it. Set the stage for your special goods and use the charm of the Gravity Lifter® XXL. Comes with a acrylic cover to protect the heavy exhibit from being touched.

i Your brand on social media
Almost one in three people grab their mobile phones and take photos or videos and send them to friends. Take advantage of this and attach your logo or web address directly to the Gravity Lifter®!



155 cm tall plinth column for eye level

Tabletop device



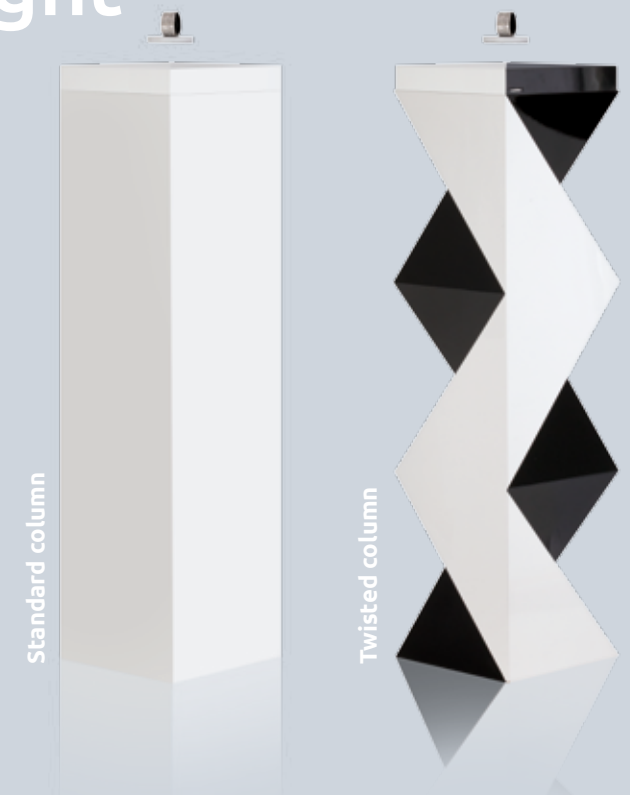
70 mm Luxury Levitation Height

for the Most Exclusive Goods and High-Profit Sales Promotion

This is how jewellery and other luxury products are elegantly presented – ideal for flag-ship stores, press conferences and trade fairs with a select audience.

The twisted column changes its geometry surprisingly depending on viewing angle: from slim and elegant to strong and sturdy – this is how curiosity turns into real fascination, from which the levitating product instantly benefits.

i **Delightful way to attract custom**
At exhibitions, the Gravity Lifter® should always be placed at the edge of the booth to attract customers as they pass by.



Gravity Lifter® Alpha		Investment
Levitating height	Up to 70 mm	Gravity Lifter® Alpha including training: 5,844 €
Load capacity	Up to 580 g	
Dimensions	39 x 39 x 155 cm	Gravity Lifter® Alpha with twisted column consisting of 54 individual parts in a high-gloss finish: 4,764 €
Puck diameter	Ø 11 cm	
Weight	8 kg	
Standard column coating	Durable, elegant textured paint, white RAL 9016	
Twisted column coating	High-gloss paint black and white	
Power consumption	Approx. 6 W in continuous operation	

Invite Your Customers to Take to the Air...

Gamification

Visitor magnet at trade fairs – the Flying Table



Products such as mobile phones, model cars and cosmetics fly in any direction over a 160 x 80 cm stainless steel plate. An interactive presentation that is fun for visitors – with a red joystick that simply invites them to try it out. Illuminated with 2400 LEDs.

Hire for 5 days including Usables operating personnel: 4,164 €



Scan code
and watch film
www.usables.de/table

Floating in the air

Catching the eye and converting visitors' curiosity and interest into business inquiries, the Gravity Lifter Movez generates the extra attention that every exhibitor wants. The system's innovative image automatically rubs off on your business.

Easy to control from a tablet PC or smartphone



The hovering object follows the user's outstretched finger. If desired, you can also request the email address and other details for further communication with potential customers.

Gravity Lifter® MoveZ with tablet PC holder inclusive of recharging function, theft protection and including training: 5,868 €



Scan code
and watch film
www.usables.de/movez



Designed
in Germany

Precise quality control
for each copy

How does it work?

Permanent magnets do not constantly float one above the other – according to the so-called Earnshaw Theorem. The Gravity Lifter® is therefore assisted with a little bit of electronics so that the upper permanent magnet floats in a stable position or rotates slightly. Two Hall Effect sensors measure the magnetic field and determine the position. The specially developed control electronics adjust four electromagnets several thousand times per second to keep the puck with your product safely in the air.

All products consume very little power with their levitating function (one tenth of a 60-watt bulb or less). For use on sales floors, all units are designed for 24/7/365 continuous operation.

360° degree operation: levitation in any position



Columns Carrying Products
and Interactive Columns



Microsoft® column



Bastei-Lübbe® column



Frag-den-Professor® column



More interesting ideas:
scan code and watch the movie
www.usables.de/movie

Demo column	Column carrying products	Expert column
<p>Interactive column with mobile phone or tablet holder – product presentation on top and try-out area underneath.</p> <p>The combination of anti-theft device and charging cable allows the customer to pick up the product and try it out before buying it. Prepared for InVue® anti-theft protection. Suitable for Ultra and Mini.</p> <p>Demo column: 684 €</p>	<p>Higher sales through the direct sales offer below the fascinating product presentation. Contact us and we will be happy to help you realise your display: +49 211-688 195 25</p>	<p>Gravity Lifter Expert features a floating 3D professor who interactively answers questions from patients.</p> <p>This Expert-Column is designed to prepare patients for examination and treatment by the doctor and to give them an information advantage. This not only shortens waiting times, but will also make it easier to talk to the doctor and provide entertainment at the same time.</p>

Acrylic cover

Custom-made acrylic cover protects sensitive products, Museum quality, mitred



Column

150 cm high plinth for presentation at eye level



Puck extension



Leather puck upgrade



Battery pack

Wireless operation

Robust stainless-steel housing with charge level display



Battery packs fit invisibly inside column



Flight case

for safe transport



Mini/Ultra/Crystal



XXL



Acrylic cover

Column

Puck extension

Leather puck

Battery pack

Flightcase for acrylic cover

Flightcase for device and column

Article	Standard product	Tall product	Mini / Ultra	XXL	Ø 15 cm	Ø 20 cm	Ø 6 cm / Ø 8 cm / Ø 11 cm / Ø 13 cm
Product information	For products up to 18 cm in height	For products up to 30 cm in height	Coating: Durable, elegant textured paint Colour: White RAL 9016 or black RAL 9005		For larger or more products		Available for all models In white or black as desired Your puck is leather-clad by hand to give it an even more refined look
					Available for all models		
Dimensions (WxDxH)	23 x 23 x 28 cm 31 x 31 x 35.5 cm	23 x 23 x 40 cm 31 x 31 x 50 cm	23 x 23 x 150 cm	31 x 31 x 150 cm	71 g	125 g	
	Weight	2 kg / 3 kg	2 kg / 3 kg	15.5 kg			
Price	280€	404€	296€	347 €	54€		92 €

336 W/h battery capacity	Mini / Ultra / Crystal	XXL	Mini / Ultra / Crystal	XXL
Usually several days of battery life at 336 W/h capacity; with charge level indicator; charging possible during operation (buffer storage)	Comfortable and safe, with handy carrying handle		With integrated rollers Available for XXL, Ultra, Mini and Crystal models	
17.5 x 31 x 18.5 cm	34 x 34 x 43 cm	45 x 45 x 53 cm	31 x 27 x 192 cm	35 x 39 x 192 cm
13.7 kg	3.6 kg (filled 5.6 kg)	3,6 kg (filled 7.5 kg)	18 kg (filled 36.5 kg)	22.5 kg (filled 45 kg)
569 €	210 €	268 €	656 €	700 €



Ideal for your Open Day, for Openings and Trade Fairs

Response Rates of 70 % and more possible from Mailings and Hand-outs!

Everyone should be a winner! Give out a consolation prize or a discount voucher if the grand prize is not won. This ensures joyful moods and more sales.

A hit for sure

If you want to achieve a higher response rate than ever with your mailings, then this is easier than you think. The most promising method is to stimulate recipients' curiosity. And what stimulates human curiosity more than anything else? Locked doors or chests that hide a secret – bringing out the excited child in every adult. If you then put a key in their hand to open the lock, there's no stopping them. They will want to see if the key fits so that they can lay their hands on the hidden treasure before anyone else.



Does the key fit or not?



"73% of key card recipients visited our stand. We're delighted!"

Frederik Gesthuysen,
Manager CNC Marketing



Keys



Keys can be easily printed or laser-engraved on request

Acrylic safe



Choose the acrylic safe to make the prize visible to all visitors

Treasure chest with padlock



In the treasure chest there is also room for slightly bigger prizes

Padlock



Solid padlock for chains and chests

Chest, lock and safe

Safe outer dimensions	26 x 26 x 30.5 cm
Safe inner dimensions	23.5 x 23.5 x 27.5 cm
Weight	5 kg
Chest outer dimensions	30 x 59.5 x 33 cm
Chest inner dimensions	25 x 56 x 22 cm
Weight	3.7 kg
Padlock	5.5 x 9 x 2 cm
Shackle thickness	8 mm
Weight	0.4 kg

Ready-to-use package

DIN long card printed on both sides, key attached with removable adhesive dot, ready to use

When ordering, you simply specify how many dud keys and winning keys you want. Including hire of a safe or a chest for one week.



Printing instructions:
scan code or go to
www.usables.de/key

Quantity from	Price per package €
500	506
1,000	824
2,500	1,796
5,000	3,176

Quantities exceeding 10,000 on request
Samples free of charge



Tea Figures – the Friendly Advertising

Stand out from the flood of mailings

Here you will find an unusual idea that combines the well-known calming effect of a cup of tea on mind, body and soul with a witty greeting. This will go down particularly well with your customers in our hectic times.



reddot design award



Your brand rarely comes this close to your customers ...

- Quantity from 500 pieces
- Delivery time from 10 working days
- Weight approx. 4 kg

Questions, tips and tricks:
☎ +49 211 68819525

Brand enjoyment with the friendly factor Supplied in blisters as required

Tea varieties

Product information

Investment



Appeals to all senses



Entry-level teas from Teekanne®, and gourmet teas from Yogi Tea® and other award-winning tea suppliers

Selection: Peppermint, black tea (Ceylon Assam), Earl Grey, fruit tea, herbal tea and many more – personalised tea blends also possible.

Tea bags: natural fibres – microplastic-free



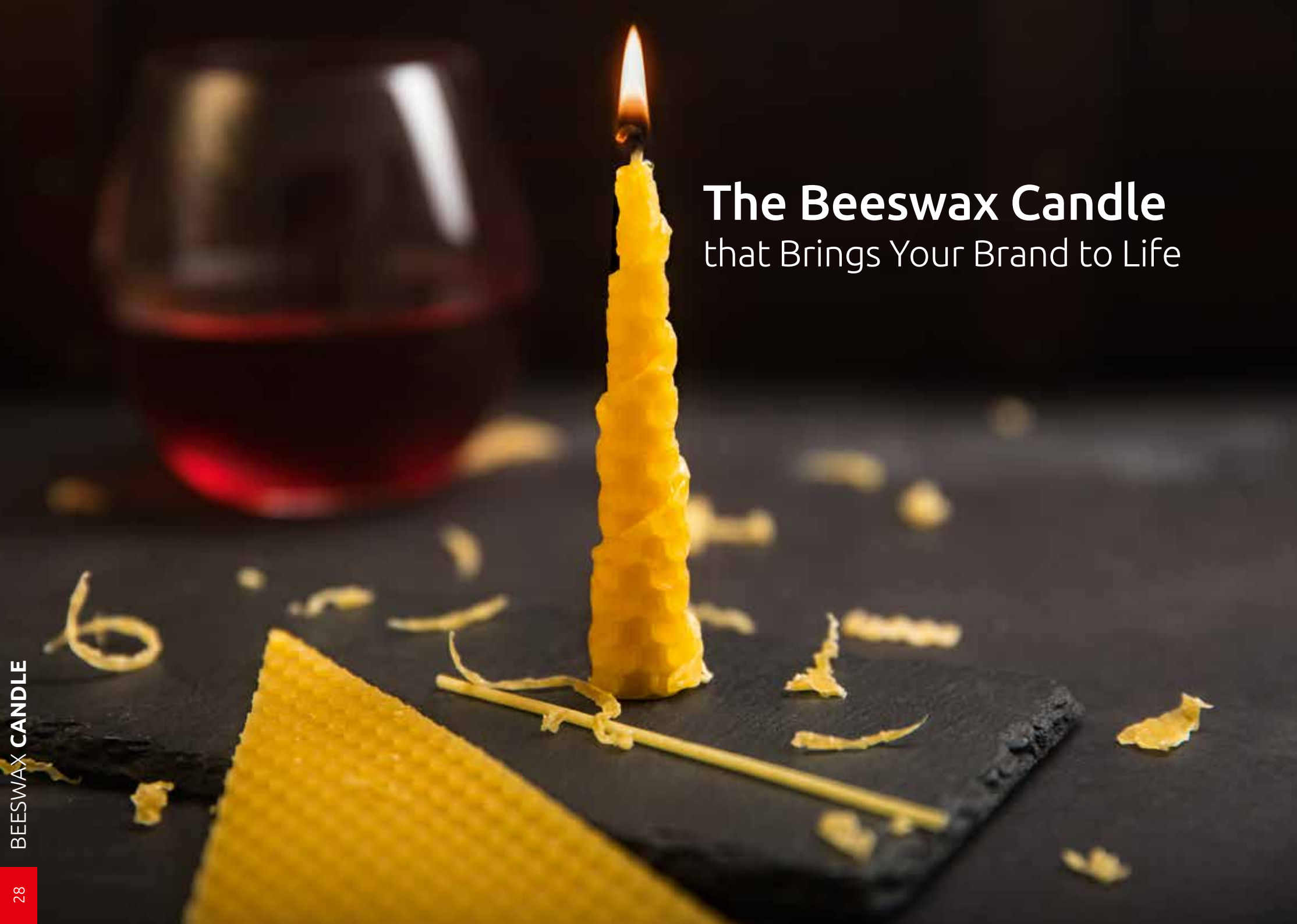
Printing instructions:
scan code or visit
www.usables.de/tea

Size	88 x 59 mm
Weight	Approx. 4 g
Shelf life	12–24 months (depending on tea blend)
Coating	4-colour (offset), food-safe, with print varnish, printed on front and rear
High-quality folding bag	103 x 160 mm, transparent

Number of pieces from	Price including printing in €
5,000	0.92
2,500	1.09
1,000	1.19
500	1.26

Blisters / multi-packaging and production runs exceeding 10,000

Samples free of charge



The Beeswax Candle

that Brings Your Brand to Life

The natural mailing enhancer

The triangular beeswax sheet optimised for mailing plus wick can be easily sent by letter and is a pleasant way to communicate your brand. And it immediately releases the smell of honey when opened.



Did you know?

To make one beeswax candle, busy bees fly the equivalent of over 8 times around the world and collect over 100 g of honey from about 800,000 blossoms at the same time. And the effort is worth it!

Under 20 g beeswax candle optimised for mailing





Your benefit

From the tactile sensation of rolling up the candle as well as the scent and the warming light, your brand will linger in your customer's memory for a long time. Your brand is experienced with all the senses and makes a lasting impression.



Burning time over one hour

Individual printing

Product information

Investment



1 minute

62 minutes

For orders of 500 items and more, 4-colour, individual printing of the instructions is possible



Printing instructions:
scan code or visit
www.usables.de/candle

Request a
free sample:
+49 211 68819525

Beeswax sheet	92 x 146 mm, triangle
Wick	100 mm, Ø 2 mm
Format printing instructions	200 x 155 mm, triangle
Instruction print	Neutral, de/en, 80 g/m², white, 1C print included 4C printing on request for attachment of advertising
High-quality folding bag	103 x 160 mm, OPP 30 µm, transparent
Weight	Approx. 8 g

Quantity from	Price per unit €
5,000	0.88
2,500	0.95
1,000	1.01
500	1.08

Preprinting costs: 102 €
Blisters / multi-packaging and edition upwards of 10,000 items on request
Samples free of charge

Familiar from
the media



“Breathtaking”
ntv

“Floating future
at eye level”
business on.de
Das regionale Wirtschaftsmagazin

“... Spectacular possibilities
for **product presentations**...”
GZ
Gutten-Broschke Zeitung

The seven-minute television report on n-tv Wissen
was broadcast more than 25 times and many well-
known publications praise the Gravity Lifter*.



Scan code and watch film
www.usables.de/press

“...valuable products are in-
creasingly coming into focus.
Gladly **‘Made in Germany’**...”
ARD 1

“Fascinating”
md
Mitteldeutsches Fernsehen

“...Keep objects
contact-free in mid air...”
display

“Weightless”
eppi

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You can find exciting news about Usables® and Gravity Lifter® on the social media channels.
Just scan the codes, like and follow.



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