

usables[®]
AMAZING GIVEAWAYS

Higher Sales

in the Blink of an Eye



usables[®]



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.



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. Over 100 registrations with the patent office demonstrate the high level of creativity and the determination to bring a smile to customers' faces.

100+ Registrations
at the Patent Office

“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

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

Investment

Quantity	1	25	50	100
Price	497 €	399 €	378 €	331 €

Accessory

155 cm tall plinth: 347 €
Matching standard acrylic cover: 280 €
More extras on page 16

Hire

1-week hire including professional flight case for easy and safe transport:
Mini 157 € or Mini with column at eye level 257 €

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: 347 €
Matching standard acrylic cover: 280 €
More extras on page 16

Hire

1-week hire including professional flight case for easy and safe transport:
Ultra 337 € or Ultra with column at eye level 487 €



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 centerpiece for product presentations — and much more. 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 with plinth	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: 280 €
More extras on page 16

Hire

1-week hire including professional flight case for easy and safe transport:
Crystal 2.0 with column at eye level 897 €



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®!

Tabletop device



155 cm tall plinth column for eye level

Gravity Lifter® XXL

Levitating height	Up to 45 mm
Load capacity	Up to 2,000 g
Dimensions	30 x 30 x 7 cm
Dimensions with plinth	31 x 31 x 155 cm
Puck diameter	Ø 13 cm
Acrylic cover dimensions	31 x 31 x 36 cm
Weight	12 kg / plinth 21 kg
Coating	Durable, elegant textured paint
Colour	Black RAL 9005 / White RAL 9016
Power consumption	Approx. 6 W in continuous operation

Investment XXL incl. acrylic cover

Quantity	1	10	25	100
Price	2,497 €	2,028 €	1,915 €	1,691 €

Accessory

155 cm high plinth column: 389 €
More extras on page 16

Hire

1-week hire including two professional flight cases for easy and safe transport:
XXL 597 € or XXL with column at eye level 837 €



70 mm Luxury Levitation Height

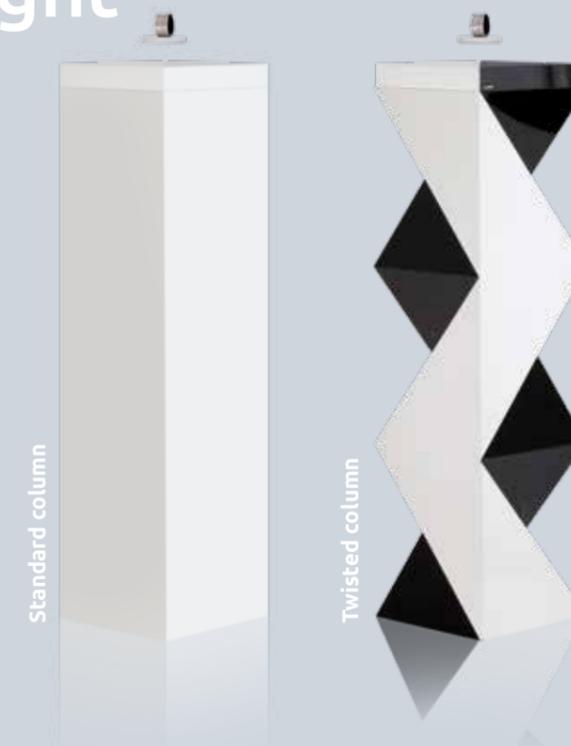
for the Most Exclusive Goods and High-Profit Sales Promotion

This is how jewellery and other luxury products are elegantly presented – ideal for flagship 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 customers

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

Levitating height	Up to 70 mm
Load capacity	Up to 580 g
Dimensions	39 x 39 x 155 cm
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

Investment

Gravity Lifter® Alpha including training: 5,844 €

Gravity Lifter® Alpha with twisted column consisting of 54 individual parts in a high-gloss finish: 4,764 €



Designed
in Germany

Precise quality control for each
copy - High-tech that turns heads.

Invite Your Customers
to Take to the Air...



Gamification

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



Whether you hang the Gravity Lifter® on the wall like a picture or mount it upside down, it will always work.

Visitor magnet at trade fairs – the Flying Table

PRODUCT DISPLAY



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 on request.



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

PRODUCT DISPLAY

Acrylic cover

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



Acrylic cover

Column

150 cm high plinth for presentation at eye level



Column

Puck extension



Puck extension

Leather puck upgrade



Leather puck upgrade

Battery pack

Wireless operation



Battery pack

Flight case

for safe transport



Flightcase for acrylic cover

Mini/Ultra/Crystal/XXL



Flightcase for device and column

Goods Display and Interactive Column



Microsoft® column

Bastei-Lübbe® column

257% more book sales

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
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 148 cm	71 g	125 g	
Weight	2 kg / 3 kg	2 kg / 3 kg	15.5 kg	21 kg	54 €		
Price	280 €	404 €	347 €	389 €			92 €

336 W/h battery capacity	Mini / Ultra / Crystal	XXL	Mini / Ultra / Crystal	XXL	Demo column	Column carrying products
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		Interactive column with mobile phone / tablet holder – presentation at the top and try-out at the bottom.	Higher sales through the direct sales offer below the fascinating product presentation.
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	Anti-theft device with charging cable so customers can try it out before buying. Prepared for In-Vue® merchandise security.	Contact us to transform your display vision into reality. +49 211-688 195 18
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 €	237 €	287 €	834 €	897 €		



Ideal for your Open Day, for
Openings and Trade Fairs

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

i 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. One-week safe or lockbox rental included.

Quantity from	Price per package €
1,000	997
2,500	1,882
5,000	3,412

Quantities exceeding 10,000 on request
Samples free of charge



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



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.





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

-  Quantity from 1000 pieces
-  Delivery time from 10 working days
-  Weight approx. 4 kg

Questions, tips and tricks:
 +49 211 68819518

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

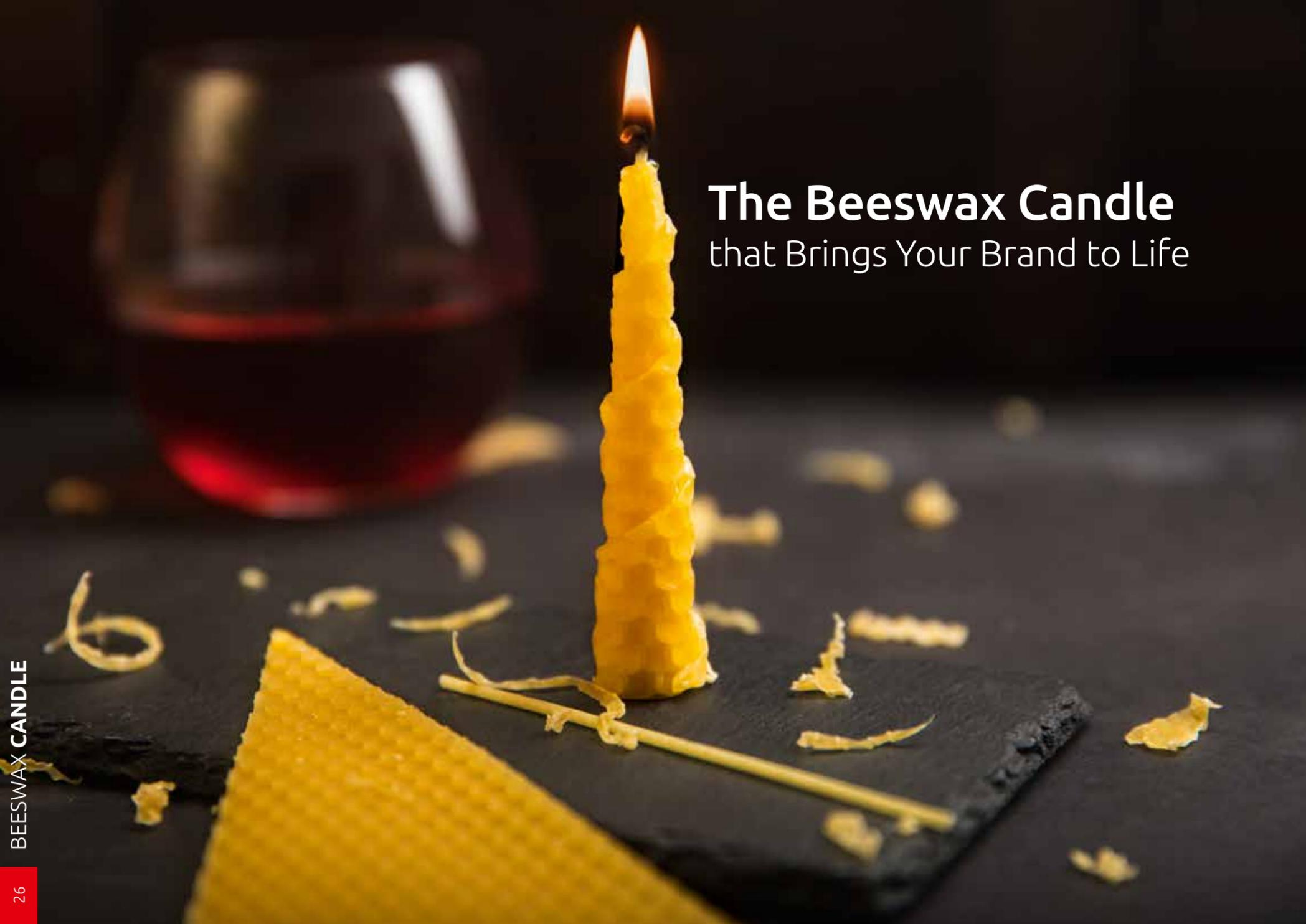
Size	88 x 59 mm
Weight	Approx. 4 g
Shelf life	12–24 months (depending on tea blend)
Coating	4-colour (offset), food-safe, with print varnish, printed on front and rear
High-quality folding bag	103 x 160 mm, transparent

Number of pieces from	Price including printing in €
5,000	0.77
2,500	0.91
1,000	0.99

Preprinting costs: 97 €
 Blisters / multi-packaging and production runs exceeding 10,000 available on request
 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.

i Did you know?
To create a single beeswax candle, bees travel the equivalent of more than eight times around the globe, gathering over 100 g of honey from around 800,000 blossoms. A remarkable effort — and one that makes every candle truly special.

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 1000 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 68819518

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/m ² , 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	0.73
2,500	0.79
1,000	0.84

Preprinting costs: 97 €
Blister / multi-packaging and edition upwards of 10,000 items on request
Samples free of charge

Familiar from
the media



“ **Breathtaking** ”
ntv

“ ...valuable products are increasingly coming into focus. Gladly **'Made in Germany'**... ”
ARD

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

“ **Fascinating** ”
md

“ ... Spectacular possibilities for **product presentations**... ”
GZ
Gutscheine-Zentrum

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

“ **Weightless** ”
eppi

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

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