



A part of Brandon

MOTORART – A PART OF BRANDON

Motorart is a trademark owned by Brandon. Under the Motorart brand, Brandon manufactures, markets and sells authentically detailed scale models to companies, collectors networks and retailers the world over.

Brandon AB is owned by Puma® and the headquarter is located in Göteborg, Sweden.



www.brandoncompany.com

What we offer

- High quality scale models for sales promotion and to be sold as collectors items.
- Skilled engineers to produce high quality, detailed models in our factories.
- Complete handling, storage and distribution – world wide.

This enables us to deliver the most cost effective solution for our customers.

Portfolio - promote your brand

- Die Cast models for construction and motor vehicle industry
- Die Cast models for engineering industry
- Other scale models for sales promotion purpose
- Promotional products with customized logos



Construction Model: Volvo EC480D



Sold and used as a giveaway merchandise within Volvo and sold within the Motorart global network of distributor for collector trade.

Special projects:

PUMA – Mar Mostro, Volvo ocean race sailboat



Promotional item for PUMA used in retail stores and as giveaway.

Special projects:

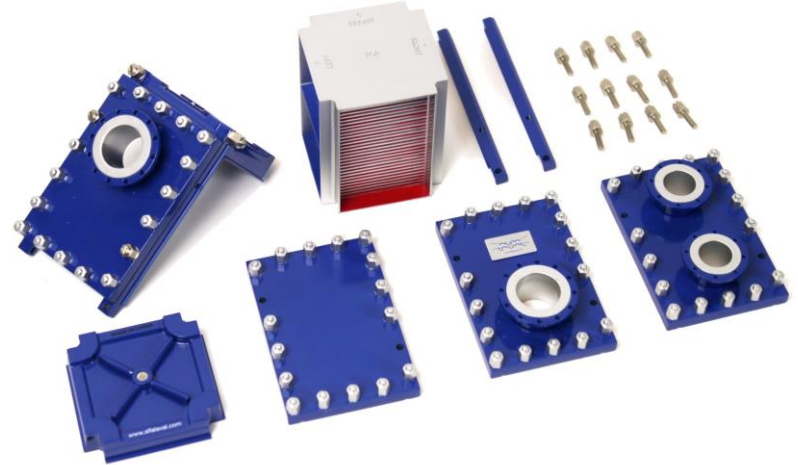
Volvo Trucks – FH16 launch gift



Promotional gift used as an invitation to the global launch of the FH 16

Special projects:

Alfa Laval – heat shield exchanger



Giveaway and demonstration tool for sales representatives, showing all important features

Our customers

- Alfa Laval
- Dynapac
- Hidromek
- JCB
- K-Tec
- Kalmar
- New Holland
- Sanko Makina
- Volvo Construction
- Volvo Trucks
- Volvo Bus
- Yanmar Construction



VOLVO TRUCKS



5 benefits - what's in it for you?

1. We tailor each offer to meet your needs and expectations.
2. Our experience in producing scale models is unsurpassed, giving you the best products that meet your exacting requirements.
3. Our knowledge, experience and tools to sell and distribute the product outside of your existing channels and networks will raise your brands exposure and value.
4. We offer warehousing, distribution and logistics solutions to meet all your needs.
5. We will guide you through the whole process - from agreement until the product reaches its destination, wherever that may be.

The making of a scale model



From agreement to finished Scale model - ready shipment: 5 - 12 Months



Agreement

CAD

Product
photo and
dimensions

Tooling
Model

Mold layout
and mold
making

Non-
decorated
sample

Decorated
sample

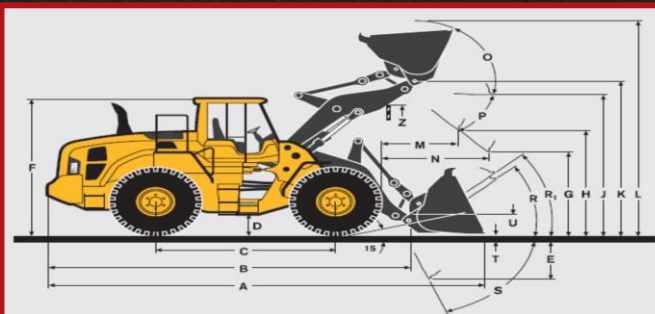
Production
on progress

Ready to be
shipped

Requirements - our checklist

To manufacture highly realistic and detailed scale models, we require:

- CAD files with relevant level of information. Images from all angles and details of exterior and interior, also underneath.
- Technical spec, showing dimensions and how the final model will function.
- Exterior color chips of the actual vehicle also for interior colors and textiles, rubber mats etc.
- Graphic logos, badges and signs.



Approval - necessary steps

Prior to commencing mass production, the customer must approve the following:

1. CAD models and plastic hand sample or 3D before the molds are made
2. The non-decorated sample, once the molds are made
3. The decorated sample

Approval is a vital part of the production process – to ensure that the model looks as authentic looking as possible.

3.



2.



1.



The final scale model



Summery

One of the best merchandise items is your own product! Scale it down to a “giveaway size” and your customer will be reminded of your brand every time they see it!

We strive to produce scale model in high quality with realistic and accurately replicated features and details just like the real machine - A collector's item, management gift, gift of purchase, an item that you will proud giving away, a gift that represent a value for the receiver.

We have unsurpassed experience in making models for companies within the automotive and as the industrial industries.

We also help you with storage, distribution, logistics and shipping anywhere in the world!

For further question or quotes, please contact:

Torbjörn Jansson
Business Area Manager
+46 705 830 146
torbjorn.jansson@brandoncompany.com

Samuel Kristiansson
Global Account Manager
+46 702 355 488
samuel.kristiansson@brandoncompany.com

Homepage: www.motorart.se