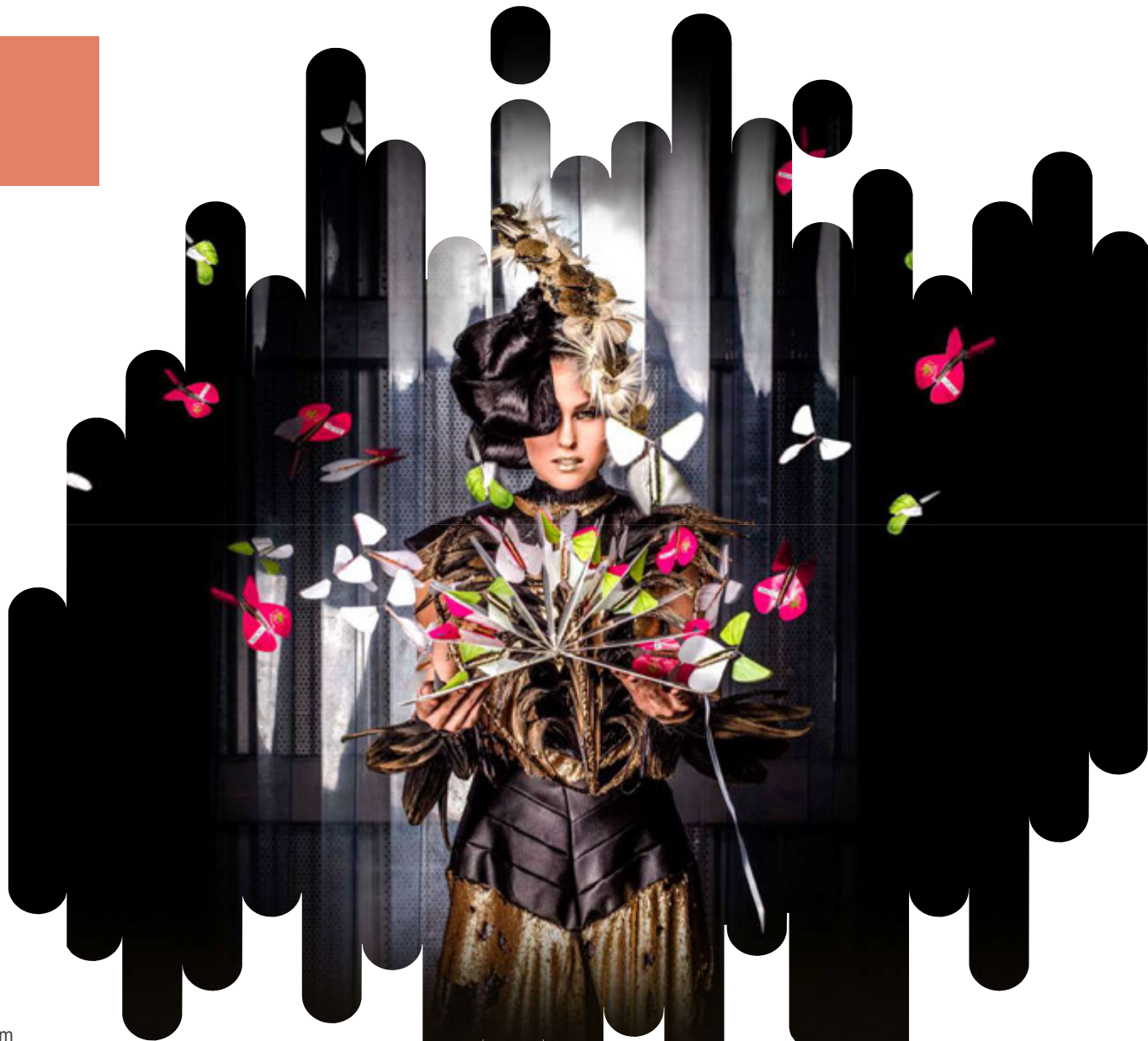


# The magic butterfly

## Catalog



Send you happiness - Trinidadstraat 67 - 1448 TE Purmerend - The Netherlands  
tel. (+31) 651224766 - [info@sendyouhappiness.com](mailto:info@sendyouhappiness.com) - [www.sendyouhappiness.com](http://www.sendyouhappiness.com)

# The origin

## The messenger

The Magic Butterfly comes from a love story: the inventor wanted to seduce his true love by developing an ingenious set of metal wire, elastic with glossy colored paper. He wrote his message on the wings of the butterfly and put it in an envelope, before it was sent by post... By opening the card, the Magic Butterfly, in its extraordinary flight, came to give the young girl the testimony of his feelings.

## The first flying concept in the history of correspondence!

From the beginning, professionals were the first to embrace this concept.

Le Papillon Magique® is a French invention produced locally. This revolutionary invention has been a household name in the communications industry and event sector since 1995.

Magicflyer International is present all over the world. The headquarter is located in France and now has several European agencies, a US agency and many exclusive partners. Send you happiness is the agency for the Netherlands, Belgium and Germany (Germany only B to C).



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# Our domains

**B to B**



## Consumer

- Wedding
- Baptism
- Birthday
- Ceremony
- Tribute
- Celebration
- Inauguration

**B to C**



## Communication

- Business communication
- Marketing advertising
- New product launch
- Seminar, meeting
- Inauguration



## Events

- Art performance
- Audiovisual
- Fashion show
- Inauguration
- Private party
- Celebrate - Festivities
- Festivals



## Detailhandel

- Bookstores, Card stores
- Toys
- Specialty shops



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# Our identity

## Great object of communication

- Average return 20%
- Processing: min. 10 people
- Remanence: 5 to 10 years

## Endless customization

- Wings
- Cards and envelope
- Display and packaging

## Emotion generator

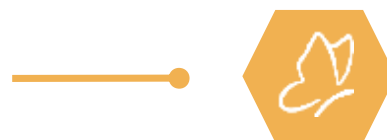
- A universal & timeless messenger
- Interactive and fun

## Performance

- Success for 24 years!
- Most prestigious national and worldwide references

## Politics CSR policy

- Help with social reintegration
- Natural rubber from sustainable and fair agriculture





# Our applications



Our website  
Social media pages  
Brands that have trusted us



Our benchmark agency

Highlights:

- \* Inauguration of the l'Arbre Blanc
- \* Birthday Céline Dion 50 years
- \* TV commercial for INTEL
- \* Music video – Sean Chris

For example:  
Shop composition



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# Our approach



## Magicflyer & Send you happiness are completely at your disposal

- 24 years experience and all empathy
- The best solution for your project
- Compositions: multiple and varied, bold and striking, complementary or supportive...



## Our "CREA Department"

- Bringing all his expertise and inventiveness to you stand out and individualize your project.



## Our sales department

- Study all options according to your budget and your wishes
- Will provide you with adequate and knowledgeable advice, based on a "Win Win" partnership
- The common thread : your satisfaction and that of your customers



## Our digital hub

- Offers you an extension of your visibility through our social networks through our collaboration spreading. (FB + Instagram)
- A digital exhibition on our webshop, depending on the size of your project



## Production and Shipping

- Pays the utmost attention to quality and compliance with your requirements

Advice



Service



Listen



Assist



Satisfaction



# Our concept + +

For a "WOW" effect

## Think of our range BUTTERFLY FLIGHTS

Dear professionals, you are looking for a spectacular effect for your event?

Take advantage of our personalized butterfly flights.

Let your imagination run wild and develop your own staging and scenarios.  
Your creativity is unlimited here...

Thanks to a patented system, specially designed to house multiple Magic Butterflies, we give you guarantee for the "fireworks" your event deserves.

Butterfly card



Butterfly book



Magic Heart





# Magic Butterfly

## Technical description

The Magic Butterfly consists of 4 paper wings, a metal frame and an elastic band. It is 9 cm wide and 9.5 cm high. He weighs only 1.3 grams.

## Available versions

Standard

Metal

Personalized

## Specifications



There are 5 standard designs, available in different colours. Our standard ranges: New concept - Baroque - Impulse - Nature - Feather



Our Metal Magic Butterfly is foil stamped, which gives it a unique shine. 3 types of printing: whole wings, Tattoo or New Concept design. It exists mainly in gold and silver, but can be offered with multiple metallic colors or a personalized design.



Manufactured from 500 pieces. You can create your design in 2 ways:

- a matrix is provided to you and you compose your design
- you provide us with your visuals and we offer you a composition



**Standard Assortment**

NEW CONCEPT



IMPULSE

NATURE



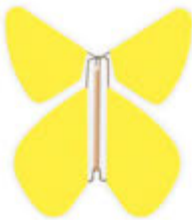
BAROQUE

FEATHER



**Special Assortment**

Our assortment



FLUOR

TATTOO (with hot foil)



OR

VERMEIL

ARGENT

CUivre

METALIC (with hot foil)



# Butterfly card

## Technical description

The Butterfly Card is sold in sets of 10 pieces.  
It is made of 300gr glossy paper.  
It is 17 cm wide and 17 cm high and weighs 16 grams.  
The card can be printed with your own design if desired and has a notch. It can hold a maximum of 2 butterflies.  
It can also be shipped in a 18.5 x 18.5 cm envelope.

## Available versions

Pantone

Hot Foil

Personalized

## Specifications



We offer our printed cards in pantone gold or silver. Pantone prints are available in different colors and are available on request and for a minimum quantities. \* We also sell envelopes of 18.5 x 18.5 cm



The foil-backed print provides exceptional sparkle. On request and from minimum numbers, this printing can also be done in several colors.



Personalized cards are made from 50 pieces and possibly provided with a validated code.

Assembling and winding is part of the many possibilities we offer, as well as the sale of envelopes ...

# Butterfly book

## Technical description

The Butterfly Book is made up of a patented mechanism of 9 distributors. It can hold up to 18 butterflies. The cover can be offset printed or printed. It is made of 300gr glossy paper. It is 18 cm wide and 19 cm high and weighs 96 grams. The book is closed by velcro.

## Available versions

Pantone

Hot Foil

Personalized

## Specifications



At the moment we offer our pantone gold or silver printed booklets (see photo) and our own special edition book. Pantone prints are possible in possible several colors on request and for a minimum quantities available.



A Hot Foil print provides exceptional sparkle. On request and from minimum numbers, this printing can also be done and delivered in several colors.



Personalized booklets are made from 10 pieces and only delivered to companies.

Assembly is one of the many services we offer.



# Magic Heart

## Technical description

The Magic Heart is composed of a patented mechanism of 9 dividers. The book can store up to 30 butterflies. Is made of 450gsm laminated cardboard and 300gsm glossy paper. Size is 24 cm wide and 22 cm high and weighs 238 grams. A delicate white ribbon wraps itself around the small embossed heart that acts as a subtle closure. At the moment it is only available in "White".

## Available version

White

## Specifications



Sober and delicate are the two terms that define this object. After the flight, it can be used as guest book, photo album, memory book etc .



It allows a magnificent flight of 20-30 butterflies at a time.



The book can be personalized on the raised heart (by means of a sticker)

Assembly and winding is one of the many services we offer.



# Mailing package

## Technical description standard sizes

Double glossy cards 300 gr	13,5 x 13,5 cm	15 x 15 cm
White envelopes with self-adhesive flap 120 gr	14 x 14 cm	16,2 x 16,2 cm
Weight including butterfly	17 grs.	21 grs

Envelopes: \* Printing 4/0 - Logo on the back max. 3x3 cm prices on request

**All versions / shapes / sizes  
are possible on request**

Here is **your creativity** unlimited

## Specifications



This is an EXTENSIVE "all-in-1" offer incl. winding the butterfly and assembling.

We can make you a detailed proposal.



Here you can benefit from 24 years of expertise in our "CREA Department", who can offer you proposals based on your visuals and sketches.

Or we can offer you a die cutting drawings in PDF, AI or PSD format.



To let your target audience relive the magic of the butterfly, it is very important to integrate the manual into your graphic design.

We have different formats available: watermark or image.



# Mini gift card

## Technical description

Consists of a magical butterfly in a DOUBLE mini-card:  
12 x 12 cm and a cellophane packaging: 12.2 x 12.2 cm.  
The gift card weighs a total of 11 grams.  
Explanation of use of the butterfly can be found on the back of the card stand, or in a small independent flyer.

## Available versions

The Magic Butterfly

Personalized

## Specifications



A perfect gift to hand out at your events.  
Let the audience be active & spectator: interactive and fun!  
As an extra attention value, the ticket with the butterfly as a souvenir saved, like a business card.



Version "The Magic Butterfly": from 50 pieces -  
Butterfly of your choice from our standard range  
"Personalized" version: from 500 pieces (if personalized butterflies).  
Mixed version is also possible: personalized card and standard butterfly.



# Magical present

## Technical description

Consists of a Magic Butterfly on a backing card in a cellophane packaging - size : 12 x 12. It weighs 5 gr.  
Instructions for use on the back of the support card.

## Available versions

Magic Butterfly

Personalized

## Specifications



A perfect gift to hand out at your events.  
Let the audience be active & spectator: interactive and fun!  
Also perfect for your "Gift Box"



Version "The Magic Butterfly": from 50 pieces - Butterfly of your choice from our standard range  
"Personal" version: from 500 pieces (if personalized butterflies)  
Mixed version is also possible: personalized card and standard butterfly.



# Individually packed

## Technical description

- The individual packaging consists of a Magic Butterfly, on a cardboard holder and cellophane packaging and weighs 7 gr.
- The holder is double, size 10x15cm, has a notch around the wing to hold the butterfly. The rounded cutout is designed to provide an aesthetic view. The instruction manual is printed on the back of the card.
- Two presentation options:
  - on spindle, thanks to the European hole
  - or - on a display

Display: Cardboard 300 grs. 1.5mm thick, laminated and die-cut.  
Supplied flat for installation at the point of sale.

## Available versions

Magic Butterfly

Personalized

## Specifications



For the "Magic Butterfly" version, the concept is presented to you with our ranges of standard butterflies and our 5 pastel colors for our holders i.e.: pink, blue, green, yellow and mauve.

For the personalized version, you can create your own designs for the personalized Magic Butterfly and front holder.



The whole is customizable : **The Magic Butterfly, the holder and the display**  
Minimum quantities for the first order are 6000 individual packaging - so 200 displays of 30 pieces.



# Deluxe package

## Technical description

- The Deluxe Pack consists of a Magic Butterfly, a Butterfly card, a 25x19cm carrier card, 18.5x18.5cm envelope and cellophane. The whole weighs 43 gr.
- Two possible merchandising: - on spindle, thanks to the European hole or - a display

## Available versions

Hot Foil

Personalized

## Specifications



The hot foil printing provides an exceptional sparkle. This printing can also be done on request and for minimum quantities in several colors.



The concept can be personalized: The Magic Butterfly and the carrier.

An "all in one" product, the end consumer does not have to put in the effort for it compile. At a glance they see what they are get. They will personalize the card thanks to the "universal wish" to create and send a personal card.

A really full rack "Butterfly flights" is conceivable, on a spindle thanks to the European hole.  
Options: \* various metallic colors \* multiple packaging possible in batches  
\* supplemented with our individual packaging







# Our service



## Graphic creation or visual montage

All your ideas and stories to tell, shaped by our creative service.  
Conditions: - you provide us with visual files and sketches.



## Routing

We take care of your communication operation:

Conditions:

- from idea to shipment
- Minimum number of units
- xls address file
- Sender address required on the envelope



## Assemble and wind up butterfly



## Personalized & Printed Envelopes

All sizes are available and they can optionally be in color  
Printing of, for example, Logos and/or sender address  
Special message "Wait for the signal before opening!"

# Ask us for a quotation



Mail us at:

[info@sendyouhappiness.com](mailto:info@sendyouhappiness.com)



Call us at :

(+31) 6 51224766

Please consult us and we will respond to all your specific requests as soon as possible.  
(+31) 6 51224766 - [info@sendyouhappiness.com](mailto:info@sendyouhappiness.com)





Contact us!  
We make from all your projects a reality...



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Send you happiness is official agency of **Magic Flyer International** France