



## **Tom´s Company counts on retail partners**

### **Tom´s Drags©+®:**

A story of success which started some years ago. It actually began with a disaster, when the world was frozen in a state of a collective shock after 9-11 2001. The German artist Tom Hoffmann (1956 – 2012) wanted to create something completely different that would give a feeling of optimism and joie de vivre. His first hand-painted “drags” were made as a gift for his friends and family. It worked and to such a degree that the “drag”-fan community is now spread all over the world.

### **A very personal gift idea evolved into a global concern**

Today, there are around 80 employees worldwide working for Tom´s Company as well as a tight net of distribution partners in Europe and overseas. Three quarters of the sales come from the Export Market and this ratio is expected to rise.

“Tom´s Drags©+®” is an international program in every respect. The production of the hand painted statues, furniture and fashion accessories is done in all parts of the world under the sole aegis of Tom´s Company. Tom´s Company stands for the high quality of their products and does not assign any licences to other companies as a matter of principle.

### **Tom´s Company guarantee authenticity and quality**

“It would certainly be less complicated to simply sell a licence to renowned manufacturers. But it is our philosophy to keep control of everything – starting with the first designs to production and distribution, after all we stand surety with our name for the quality and authenticity of the drags”.

### **Distribution partners: the “chemistry” must be right**

Distribution happens on a global basis, even though the emphasis is on Europe. Through a network of distribution partners, Tom´s Company delivers to over 1000 retail partners all over Europe. The distribution partners have been carefully and personally chosen by Arno Mueller, CEO of Tom´s Company. Arno´s whole emphasis is on the personal contact with his partners. As he says “The chemistry must be right” and because of this he enthusiastically helps promote sales by making personal appearances all around the world.

This personal contact with his enthusiastic “drag” fans all around the world is an important source of inspiration which gives the strength and energy to create new “drags” thus making the drag world more perfect step by step.

### **Tom's Drag®+® has become a top brand through personal dedication**

Arno and his team are always present at the booths at the most important trade shows in Germany, France and Italy. These efforts and big personal involvement has paid off; despite a relatively small marketing budget, Tom's Drag®+® has become a top brand in Germany and many European countries and is named in the same breath as the big names of design, furniture and tabletop.

Many retail partners have set up Tom's Drag corners in their shops. Also the Tom's Drags have appeared in many exclusive catalogues next to James Rizzi, Hutschenreuther and Versace.

### **Whether Rio or Rosenheim: The Tom's Drag®+® Collection is sold in selected retail stores only**

Despite all local particularities, there is one thing in common in the distribution structure for all target markets. Tom exclusively cooperates with upmarket retail stores in order to strengthen the value of the "Tom's Drag®+®" brand.

Protection and strengthening the brand name is also vital in other respects: in order to protect his brand and his retail partners, Tom's Company take rigorous action against all product piracy.

**Additional information at [www.tomscompany.com](http://www.tomscompany.com)**

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