



**THE PREMIUMS PARTNER**



# COMPANY PROFILE

LEONI started in 1989 as a company specialized in design and production of promotional items.

Over the years LEONI has increased its competence and versatility through the use of highly skilled internal and external cooperators, becoming a leading company for 3D figurines and scale model kits area.

LEONI quality policy has been developed to reach and fulfill the following objectives:

- To study and analyze its customer business area on the global market in order to propose strategically winning ideas
- To always provide the best items possible, both in terms of quality and appeal. This through use of selected reliable suppliers with whom LEONI has already developed years-length relationships.
- To provide utmost attention to customers' needs during each project definition and development, in order to help and indicate the most appropriate solution for any possible question or problem
- To pursue total transparency with its customers through clear and complete definition of all supply's details
- To ensure, in case of toys, absolute compliance to safety standards and regulations
- To fulfill customer demands without mistakes
- To guarantee agreed delivery time
- To solve any possible customer complaint fastly and efficiently



## OUR JOB

To ensure the highest quality of its products, LEONI (ISO 9001 certified), relies mainly on foreign companies with same standards and principles. Moreover, all our products are manufactured in full compliance of REACH regulations

In order to verify its products quality, all items produced by LEONI are tested and approved either by the Toy Safety Italian Institute or by TUV, ensuring that shape, functions and raw materials used are conform to limits imposed by european or foreign regulations.

Guaranteed quality on products made by LEONI is implemented through strict controls of its suppliers productive process. This through local checkings carried out by delegated members during production process (DU-PRO) and with final inspections that verify status of goods at the end of the production and before shipment (Final Inspection).

Shipping department is able, if requested by customer, to follow in real time transportation of goods and the transition from Chinese factories, up to customs clearance and delivery to the designated warehouses.





# LEONI ASIA Ltd.

In order to further strengthen its service and to have direct support in China, LEONI has a side office in Hong Kong: LEONI ASIA Ltd.

This company has been established to coordinate internal inspections and enhance sourcing of new products and suppliers as well as to serve as sidekick office to better follow development of all the various projects.

## PICK & PACK

Pick & Pack is a LEONI partner company specialized in packaging of different types of goods. Its goal is to finalize in Italy gadgets produced in China along with publishing material and final packing.

Pick & Pack is fully capable to process goods under foodgrade requirements, as well as to handle packaging and reconditioning of products returned from kiosks and planned to be sold again. It has flow pack machines that can handle formats even larger than A4.

Its specialized workers are able to handle many types of machining operations, even unusual kinds of packagings.



# ORGANIZATION

LEONI operative staff is organized into different thematic sections, handling all productions in the full respect of the applicable material quality/safety requirements:

- **General Partwork**

Handling different kind of long-term kiosk Partworks – ranging from plastic 3D figurines, polyresin characters to metal figurines – and one shot / mini Partwork for weekly magazines. Given the large scale of possible requests in terms of subjects and materials, the office is organized into a *die cast section* (scale reproductions of cars, airplanes etc. in metal alloy), *figurines* (plastic materials, metal alloys and polyresin) and *generic partwork section* that combines with periodicals.

- **Food Section**

Specialized in everything that involves the creation of gadgets for the food industry. The use of adequate materials and packaging that respect the principle of non-contamination of the combined products (odor barrier) are the key principles on which this section is based.

- **Flowpack and Loyalty Section**

It deals with all newsstand campaigns, unrelated to a dossier or magazine and instead sold in a bag and display-box, and large Loyalty and Special and Short campaigns. The constant research of new objects or materials and the immediate responsiveness to requests are the real strengths of this section.

- **MADE IN ITALY section**

It is a structure that operates completely in Italy and takes care, internally, from the design to the production and packaging of large promotional and loyalty campaigns. Having a very short supply chain and a complete automatism, it is able to produce huge quantities with short notice. It's great for special and short promotions where the promptness of reaction is fundamental.

In addition LEONI Quality and Logistics Department is supporting the operative staff to complete the production cycle taking care of the safety/inspections/logistic matters.

A large, stylized yellow brushstroke graphic that sweeps across the page, partially overlapping the company name.

**LEONI** S.p.A.

**OUR PROJECTS**

# CHILDREN MAGAZINE'S GIFTS



# CHILDREN MAGAZINE'S GIFTS





## ANIMALS IN FLOW PACK

This is the first flow pack collection ever realized, composed by stickers and plastic 3D animals that could be placed inside a paper ark. It was combined with an album for stickers.



# FLOW PACK

Different kinds of 3D subjects in flowpack.



*Battistero*

**1994  
1995**

## **STUFFED TOYS**

Stuffed toys combined with Christmas cake.



**LEONI** Sp.A.  
SALES PROMOTION

# CHRISTMAS & EASTER GIFTS

Plastic 3D figurines combined with Christmas and Easter cakes.



# Mr. Day COLLECTIONS

3D figurines collections combined with *Mr. Day* snacks.



# PREMIUM FOR PARMALAT SOUTH AMERICA

Different kinds of collections realized for South American market.  
Combined with Parmalat powder milk.





2000

# DREAMWORKS CHARACTERS for MULINO BIANCO

3D subjects, toys and accessories by Dreamworks combined with *Mulino Bianco* snack.



**LEONI** Sp.A.  
SALES PROMOTION

# 3D DISNEY

Plastic 3D figurines reproducing some famous Disney characters.





# TOY SURPRISES FOR CHOCOLATE EGGS

Plastic 3D figurines inside food grade capsules.



## TOY SURPRISES FOR CHIPS PACK

Plastic 3D figurines put inside food grade bag.



# SUMMER GADGET 6 BACK TO SCHOOL FOR MULINO BIANCO

Items customized with 'Flauti' characters, combined with *Mulino Bianco* Snacks.



# SOCCER TEAMS

Plastic or polyresin 3D figurines reproducing some famous Italian Soccer Teams Mascottes.  
Christmas stockings and tin balls customized with Soccer Teams Logos.



# CANDY BOX

Tin box and Christmas stockings customized with Disney artworks.





**2008**

## LICENSED ITEMS

Different series from Disney and Hello Kitty, combined with chocolate snacks.



# RONFI

Collection of 10 subjects reproducing 'Ronfi' characters,  
packed in flow pack.



# AGE

Series of 22 3D plastic figurines reproducing 'Amazing Goal Era' characters packed in flow pack.





# CARS 2 DISNEY

Whole series of Cars 2 subjects in plastic 3D collection packed in flow pack.





**2010**  
**2011**

# MR CHUCK

Famous Mr Chuck reproduced in plush material, coming with Chupa Chups.



# COLLECTIBLE ITEMS

Editorial products packed in pouch or mini tin box:  
3D subjects and various collectible items.



# EASTER EGGS GIFTS

Different kinds of licensed items put inside Easter eggs or combined with Easter cakes.



# BIRIKKINI FIGURINES

3D hand-painted plastic figurines, each coming with accessories.



# **SCORPIONS & Co. TENTACOLS & Co.**

Different kinds of animals in stretchy material packed in flow pack.  
Some designs with changing color special effect.



# TOY SURPRISES FOR CHOCOLATE EGGS

Hand-painted 3D figurines put inside food grade capsules.



# TOY SURPRISES FOR CHOCOLATE EGGS

Hand-painted 3D figurines put inside food grade capsules.





# KAMALEONTI & Co.

Different kinds of animals in stretchy material packed in flow pack.  
Some designs with changing color special effect.



# FROGS & CO.

Different kinds of animals in stretchy material packed in flow pack.  
Some designs with changing color special effect.



# FLOW PACK ITEMS

Different kinds of collectible items in flow pack.



## LICENSED ITEMS

Disney items put inside Christmas stockings and Easter eggs.



# EASTER EGGS GIFTS

School accessories and gadgets put inside chocolate Easter eggs.



## BRAZIL

Loyalty short promotion campaign realized for 'Famila' supermarket.



# DINOSAURS

Collection of 3D figurines reproducing the most well known Dino species.



# **INSECTS & Co. TURTLES & Co.**

Different kinds of animals in stretchy material, packed in flow pack.  
Some designs have changing color special effect.





# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines packed into food-grade capsules sized to fit little chocolate eggs.





**2015**

## **IN-STORE PROMOTIONS**

Customized items only available during in-store Barilla promotions.



# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines, soft PVC items and erasers all packed into food-grade capsules sized to fit little chocolate eggs.



# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines, soft PVC items and erasers all packed into food-grade capsules sized to fit little chocolate eggs.



# **IGUANAS & CO. SEA MONSTERS & CO.**

Different kinds of animals in stretchy material packed in flow pack  
- Glow in the dark -



# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines, soft PVC items and erasers all packed into food-grade capsules sized to fit little chocolate eggs.



# DALTON FIGURINES

A 3D series of hand-painted figurines packed in flowpack, reproducing the main characters from the DALTON TV cartoon.



# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines, soft PVC items and erasers all packed into food-grade capsules sized to fit little chocolate eggs.





# EASTER EGGS' SURPRISES

School stationery, games and gadgets.



# CHOCOLATE EGGS' SURPRISES

Series of 3D plastic figurines, soft PVC items and erasers all packed into food-grade capsules sized to fit little chocolate eggs.



# «HAPPY ICE-CREAM» KEY CHAIN

“Happy Gelato” Soft PVC Key Chain.



## TIMIDONI IN THE BOX

A 3D series of 18 hand-painted animals too shy to show off: children should cuddle them to make their red cheeks fade away.



# CHRISTMAS 2016

Blaze Oral Care Glass.  
Disney Princess and Minnie Beauty Accessories.





2017

## “A SPASSO NEL TEMPOREGGIO”

3D-plotted erasers and school stationery  
realized for a big Italian snack producer.  
100% Made in Italy.



**LEONI** Sp.A.  
SALES PROMOTION



**2017**

## **“A SPASSO NEL TEMPOREGGIO 2”**

3D-plotted erasers realized for a big Italian  
snack producer.  
100% Made in Italy.



2017



## BARBIE FASHION COLLECTION

Over 280 puffy and shining removable stickers of clothes, shoes and accessories to dress up your 20 BARBIE theme cards. Distributed in kiosks, each flowpack playset is composed by 14 stickers, one BARBIE card and one mini booklet.



**LEONI** S.p.A.  
SALES PROMOTION





**2017**

## **CUTTING BOARD FOR CHEESE**

The exclusive round wooden cutting board.  
Complete with 4 cheese knives.



## **CHEESE BOWLS**

Custom ceramic cheese bowls.  
Combined with products from the Parmareggio range.



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SALES PROMOTION

## **SWAMP MONSTERS & CO.**

Different kinds of animals in stretchy material, packed in flow pack.  
Some designs have changing color special effect.



2017



## EASTER EGGS GIFTS

Different kinds of licensed items put inside Easter eggs.



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SALES PROMOTION



2017

# SMILEY PENCIL TOPPER

Funny pencil topper for a big Italian snack producer.



## **CIANGOTTINE - LUXURY CHARM**

Different bracelet to create with different kind of charms.  
packed in coloured bag:

RED/FASHION – BLUE/ROCK – GOLD/PRINCESS – SILVER/ROMANTIC



## **VISCIDOSI ANIMALS**

Collection composed by 12 mini animals in stretchy material.  
Packed in flow pack.



## **CRAZY CUBE**

High-quality desk toy designed for all ages to help you focus. Fidget at work, in class and at home in style. Fidget Cube has six sides with each side featuring something to fidget with: Flip, Glide, Click, Spin, Roll and Breathe.



# CRAZY SPIN

Collection of 6 Crazy Spin packed in flowpack.





# CHRISTMAS 2017

Licensed items combined whit Linea Corpo boxes.



# SURPRISES MADE IN ITALY

3D surprises and custom erasers,  
In capsule, for food contact.  
100% made in Italy.



# SURPRISES MADE IN ITALY

Erasers, suction cup and stamps costumed PAW PATROL,  
In capsule, for food contact.  
100% made in Italy.



# WISHY SQUISHY POO

Collection composed of 9 colored Squishy Poo in super slow rising material.



# 3 ZIP CASE AND SEWING LINE GRIP COLLECTION

Executive Backpack - Tablet Holder - Pen Holder - Oval Case





2018

## “A SPASSO PER IL MONDO”

Erasers representing the famous mice  
with the typical headgear of the world.  
100% made in Italy.



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SALES PROMOTION

2018

**BALOCCO**

# BALOCCO BISCO BOMBER

Pencil Top in Soft PVC material  
packed in food and barrier bags  
combined with "BiscoBomber" packaging.



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SALES PROMOTION

2018

**BALOCCO**

# EASTER 2018

Backpacks and personalized hair accessories.



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SALES PROMOTION





2018

# POTATO CHIPS SURPRISES

Assorted surprises, packed in food and barrier bags, combined with potato chips "Crik Crok".



# CHRISTMAS 2018

Set of rings and personalized wristwatches.



## **TRAVEL SET**

Bags of different size in polycotton.



# PUFFY PAW

Collection composed of 10 colorful three-dimensional animals with soft legs.



## PAW PATROL

Customised Erasers.  
100% Made in Italy.



## DISNEY PRINCESS

Collection composed by customised Erasers  
and Pencil Toppers.  
100% made in Italy.



## GOMMAGLIE

Erasers representing the famous T-Shirts  
of the Italian soccer teams.  
100% Made in Italy.





2019

## «REXY NELLA STORIA...»

Pencil top in PVC Soft material for a big Italian snack producer.



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SALES PROMOTION

2019

# MC CONTRA TE

The new collection of 100% made in Italy erasers with images of the famous Italian youtuber Sofi & Lui



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SALES PROMOTION



2019

# THE ERASERS OF



100% made in Italy erasers based on  
Bing characters



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SALES PROMOTION

2019

**SALATI  
PREZIOSI**

**LOL  
SURPRISE!**

: very stylish shaped erasers  
100% made in Italy



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SALES PROMOTION

# MADE IN ITALY SURPRISES



LOL's erasers and small boxes  
In capsule for food contact.  
100% made in Italy.





2019

# MONSTROUS FACES

Nice pencil topper in soft PVC material packed in flowpack



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SALES PROMOTION



**CITTERIO**

**2019**

## ALVIN PEN-TOP

The amazing characters of Alvin and his friends in soft PVC material



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SALES PROMOTION



2019

# REXY

The new collection of 100% Made in Italy erasers and a cute plush representing the famous mascot of the big Italian snack company F.lli Beretta



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SALES PROMOTION

# BATMAN LAUNCHER

Licensed wrist launcher combined with baby bath products



**2019**



# EASTER 2019

Licensed items placed inside the chocolate Easter eggs







2019

# POTATO CHIPS SURPRISES

Assorted surprises, packed in high barrier flowpack, combined with "Crik Crok" potato chips



**MAXXI EDITION** **& CO. THE ORIGINALS**  
**DARK SEA & CO.**

The new collection of the & CO. series in stretchy material.  
Bright and colorful sea creatures in the Maxxi version.  
Packed in flow pack



# Magiki™

The new collection of «SNOW PARTY FRIENDS»  
with changing COLOR effect if they're exposed in the cold  
and combined with soft PVC rings





**2020**

# Trulli Tales

Welcome to Trulloland with the new collection of erasers  
100% Made in Italy packed in flowpack



# #abobam

# 2020



The new collection of 100% Made in Italy erasers with images of the famous Italian youtubers



&



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SALES PROMOTION

# #bobbam

2020

## DINO & YOU YOU

Colorful erasers 100% Made in Italy  
In flow pack package



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SALES PROMOTION



2020

# the new collection **FACCINE** sport

The new collection of cute little faces to decorate your days  
packed in flow pack



# FACCINE

che faccia metti oggi?



in regalo con



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SALES PROMOTION

# MADE IN ITALY SURPRISES



Customized erasers and boxes  
Packed in plastic capsule  
for food contact  
100% Made in Italy.







2020

# POTATO CHIPS SURPRISES

Customised stamps packed in high barrier flowpack,  
combined with potato chips "Crik Crok".

100% Made in Italy



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SALES PROMOTION

**BALOCCO**

**2020**

# EASTER 2020

Magnetic bookmarks of the legendary superhero



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SALES PROMOTION

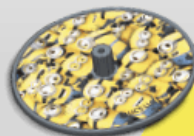
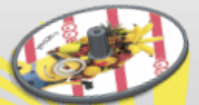
Parmareggio

2020



# THE MINIONS SPIN TOP

Made with recycled plastic and packaged in flow pack  
100% Made in Italy



**LEONI** Sp.A.  
SALES PROMOTION

**PARMIGIANO  
REGGIANO**

**2020**

# THE CONSORTIUM ERASERS

Erasers customized, packed in food and barrier paper bags,  
100% Made in Italy



**LEONI** Sp.A.  
SALES PROMOTION

**PARMIGIANO  
REGGIANO**

**2020**

## **CONSORTIUM'S THERMAL BAG**

Made of kraft paper, insulating interior and Parmigiano Reggiano trademark



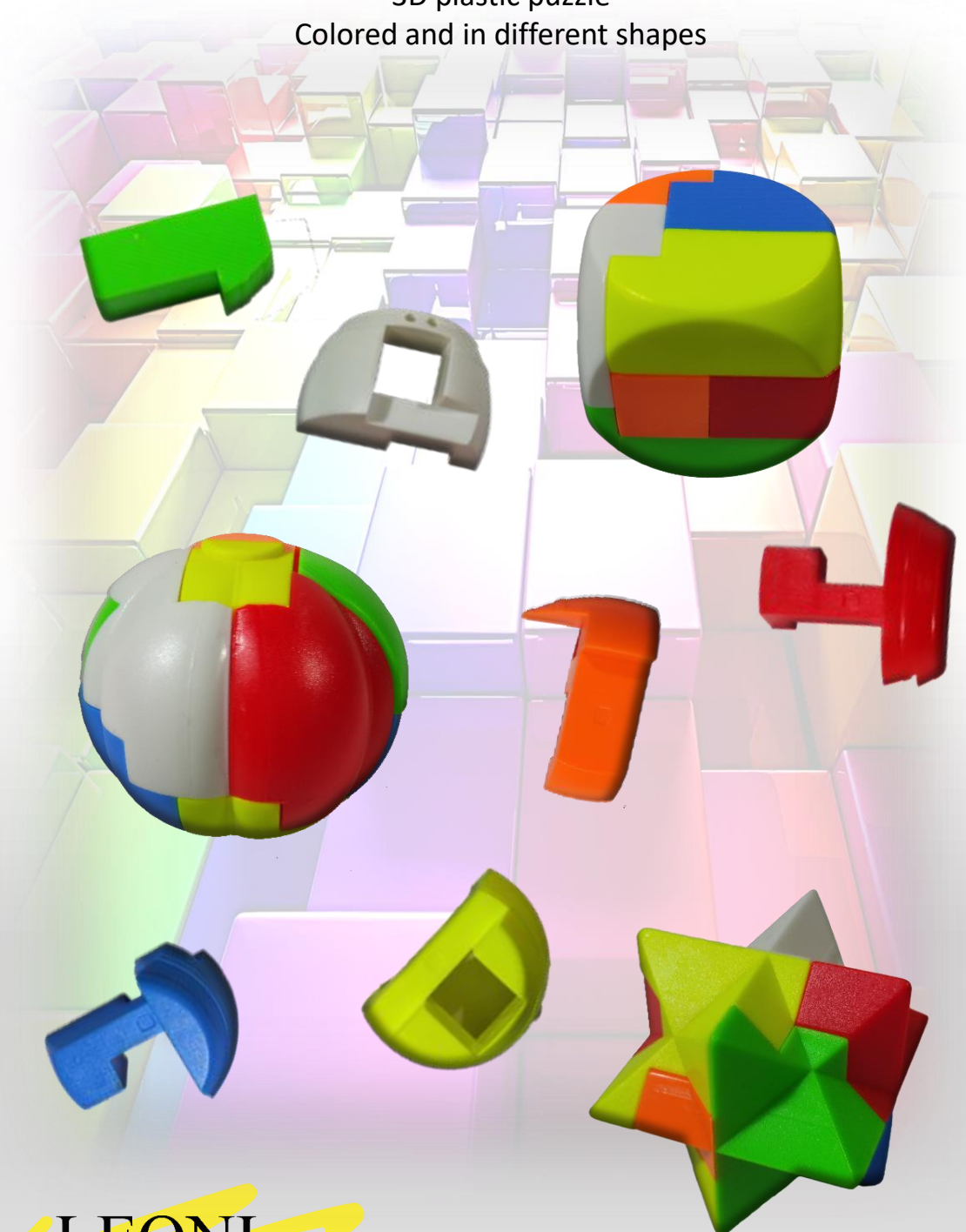
**LEONI** Sp.A.  
SALES PROMOTION

3

2020

# CUBE PUZZLE

3D plastic puzzle  
Colored and in different shapes





# «I BLOOD BROTHERS»



A very nice plush family that includes all components of the blood, the more the bag, the plasma, the reserve



# FIorentINI TORINO 1918

# 2021

## «I TRIANGOMMINI»

Customized erasers with the characters of the “Snackini Fiorentini”

100% Made In Italy



**LEONI** Sp.A.  
SALES PROMOTION



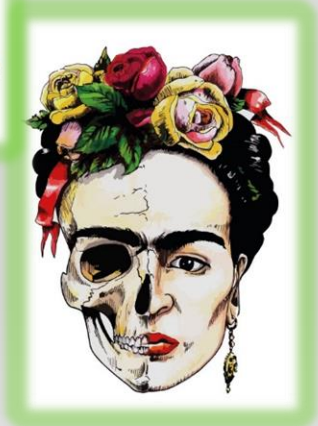


**CALavera**  
RESTAURANT

**2021**

# CALavera'S TATTOO

The collection of temporary tattoos - 100% Made In Italy



**LEONI** Sp.A.  
SALES PROMOTION

## BACK TO SCHOOL with



Customized erasers packed in an envelope totally in paper  
100% Made In Italy





2021

# PUZZLE ERASERS

The fun collection of puzzle erasers combined with Fineti snacks



**LEONI** Sp.A.  
SALES PROMOTION



# #bobbam

# 2021

## TPOC PLAYS



The collection of pawns combined with the board game of the famous Italian youtuber couple Stef & Phere  
100% Made in Italy



**LEONI** S.p.A.  
SALES PROMOTION

DeAGOSTINI

2021

# STRETCHIES MUTANTS

For Japanese market, very elastic and very extendable STRETCHIES MUTANTS!  
Half man and half animal, even with glow in the dark effects!



**LEONI** Sp.A.  
SALES PROMOTION



# 44 GATTI TATTOO



Temporary tattoos collection, 100% Made in Italy



# OCEAN ATTACK<sup>&CO.</sup>

The new collection of the & CO. series that discovers its prey inside!  
With color-changing and glow in the dark effects  
In stretchy material, packaged in flow packs



# MADE IN ITALY SURPRISES

In capsule for food contact.  
100% Made in Italy.





DeAGOSTINI

2022

# STRETCHIES ZOOTANTS

For Japanese market, very elastic and very extendable STRETCHIES ZOOTANTS!



LEONI Sp.A.  
SALES PROMOTION

Parmareggio



2022

# THE GOM MINIONS

New collection of Minions erasers  
in green, white and blue colors  
100% Made in Italy



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ZAG HEROES  
**Miraculous TATTOO**

Temporary tattoos collection, 100% Made in Italy



# SAN CARLO

# 2023

## POTATO CHIPS SURPRISES

The famous characters from the world of Lady Bug & Chat Noir  
packed in food and barrier bags  
100% Made in Italy



**LEONI** Sp.A.  
SALES PROMOTION



Via G. Galilei 12/14 – 41030 – Sorbara (MO) Italy + 39 059 907288

[www.leonispaspa.it](http://www.leonispaspa.it)

[info@leonispaspa.it](mailto:info@leonispaspa.it)