

TROIKA®

NEW COLLECTION

SEPTEMBER 2016



B2C INT 3/2016
05NFB2C0E3-2016



Instructional video
www.troika.org/video





A work of art.

Almost too beautiful to hide in the cutlery drawer. CIRCUS makes a good impression anywhere; on the desk, on the shelf, next to the coffee machine and of course, in your hands. CIRCUS effortlessly does what it was made for - opening bottles. Awarded the Red Dot Award: Design Concept 2016 - que bello!

CIRCUS

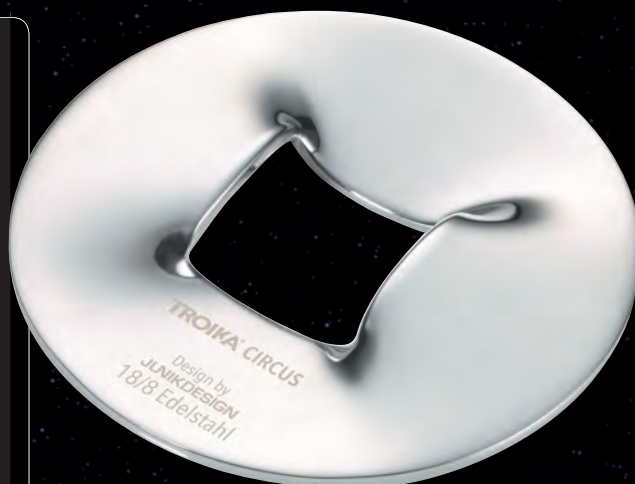
BT040/CH

Bottle opener, round, stainless steel (18/8), polished, shiny, silver

Design: Junik Design

VPE: 6

55 x 10 x 55 mm, 33 g



reddot award 2016
winner

CDU BTO40/CH

CD067

Counter display for self-service, incl. 9 x CIRCUS,
9 x BTO40/CH, cardboard, printed, matt,

170 x 256 x 177 mm, 501 g



Access.

Price is ...! The purchase is always more worthwhile if you can make real bargains. This is a keyring for smart shoppers: magnetically attached with beautiful butterflies and a shopping cart chip on the back. Accessing makes you happy!

BUTTERFLIES

KR16-08/CH

Keyring, heart, token for shopping trolley magnetically attached to the back, cast metal printed, chrome plated, shiny, rose

Design: Anne Rieck

VPE: 6

38 x 5 x 73 mm, 32 g



Searchin' for a heart?

This expressive keyring is anything but ordinary. A high-quality appearance, shiny chrome plated metal, with sparkling Swarovski crystals - this is daring. A small piece of jewellery for every day, especially when something comes from the heart.

GIRLS BEST FRIENDS „Shiny“

KR15-32/CH

Keyring, bellied heart shape, made with SWAROVSKI® ELEMENTS, cast metal, chrome plated, shiny, silver

Design: Anne Rieck

VPE: 6

40 x 12 x 36 mm, 54 g



Velvety paws.

FELIX is a real character on the keyring: pure individualism in 3D. If you've seen it once, you know: this pink cat won't let your keys out of sight. For cat lovers and those who want to become one.

FELIX

KR16-22/PK

Keyring, cat, cast metal, shiny, pink

Design: TROIKA Design Werkstatt

VPE: 6

18 x 15 x 30 mm, 32 g



Think positively.

A real symbol of good luck for everyone, together can't be beaten. A horse shoe, ladybug and four leaf clover are all known as the good luck symbols.. Now they are united on a keyring and show that today is your day!

GLÜCKSBRINGER Hufeisen

KR16-11/CH

Keyring with 3 charms, horseshoe, clover leaf, ladybird, cast metal, chrome plated, shiny, silver

Design: Anne Rieck

VPE: 6

44 x 4 x 110 mm, 38 g



CDU GLÜCKSBRINGER

CD039

Counter display for self-service, incl. 12 x GLÜCKSBRINGER, pre-sorted (6 x KR13-06/CH, 6 x KR16-11/CH), cardboard, printed, matt,

177 x 293 x 253 mm, 848 g



Everything used to be better...

You are guaranteed to get a piece of nostalgia in your home - or on your keys - with the FREEDOM rotary keyring. Summer, sun, the board and the waves, feeling free and living for the moment - the camper van was always there! Get the seventies feeling back now.

FREEDOM

#KYR21-A170

Keyring with design (2-sided), rotating, cast metal, chrome plated, shiny, multicoloured

Design: TROIKA Design Werkstatt

VPE: 6

35 x 8 x 87 mm, 38 g



Career jumper.

Our popular series takes the next leap up the career ladder. With the business JUMPER, the team scored a promising follow up. This smart guy comes in a modern office look and manages your keys with a lot of momentum. Black and silver in matt aluminium.

BUSINESS JUMPER

KR16-71/BJ

Keyring, JUMPER, tie-engraving, aluminium, matt, black

Design: Indigo Design Group

VPE: 6

31 x 9 x 36 mm, 17 g



CDU JUMPER

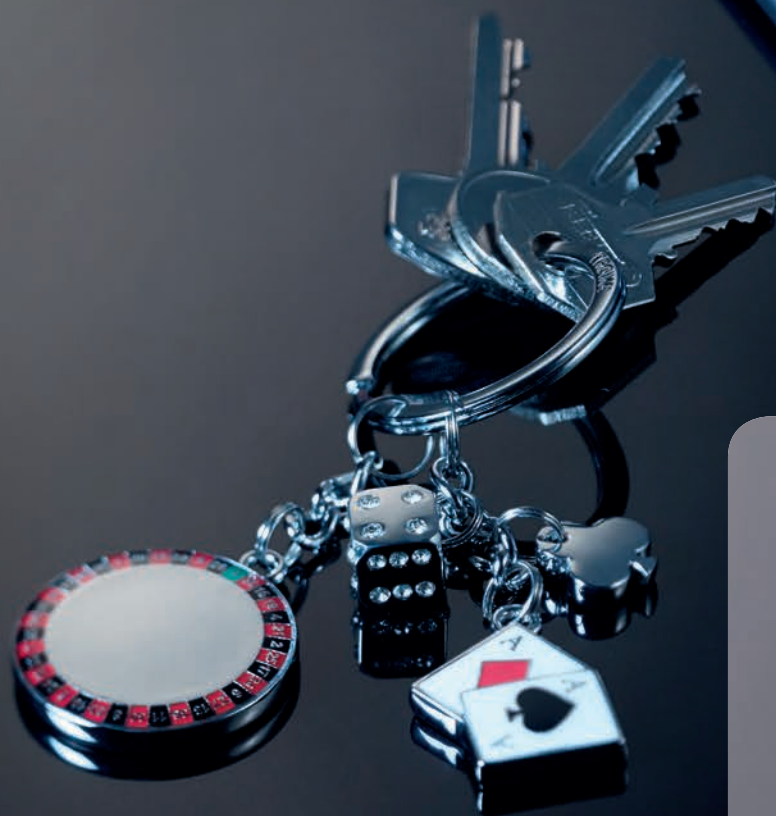
CD070

Counter display for self-service, incl. 15 x JUMPER, pre-sorted (3 x KYR71/BK, 3 x KYR71/AL, 3 x KYR71/DB, 2 x KYR71/CH, 2 x KYR71/CR, 2 x KR16-71/BJ), cardboard, printed, matt, multicoloured

195 x 210 x 190 mm, 780 g



Play the Game.



VEGAS GRAND CASINO

KR16-13/CH

Keyring with 4 charms, dice, club-symbol, ace-playing cards, roulette wheel, cast metal/enamel, chrome plated, shiny, multicoloured

Design: TROIKA Design Werkstatt

VPE: 6

40 x 4 x 100 mm, 30 g



Do-it-yourself

There are things no man can do without. Tools are one of them, like these miniature pliers made from high-quality cast metal with a movable hinge. A keyring for everyone with a strong urge to play - and yet, it's more than a toy.

MAN'S BEST FRIENDS „saw“

KR16-24/MA

Keyring, saw, cast metal, chrome plated, matt,

Design: Michael Kibler VPE: 6

20 x 3 x 52 mm, 15 g



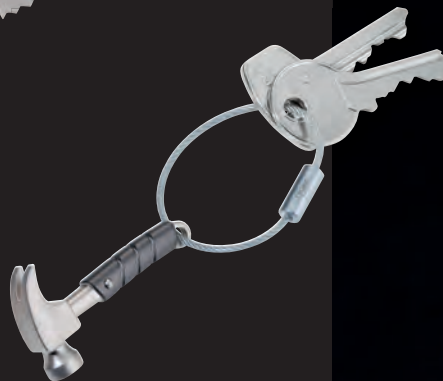
MAN'S BEST FRIENDS „hammer“

KR16-26/MA

Keyring, hammer, cast metal, chrome plated, matt,

Design: Michael Kibler VPE: 6

23 x 7 x 53 mm, 25 g



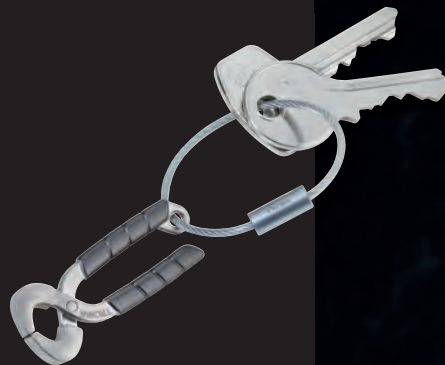
MAN'S BEST FRIENDS „pliers“

KR16-25/MA

Keyring, pliers, cast metal, chrome plated, matt,

Design: Michael Kibler VPE: 6

20 x 7 x 50 mm, 19 g



CDU MAN'S BEST FRIENDS

CD061

Counter display for self-service, incl. 12 x MAN'S BEST FRIENDS, pre-sorted (4 x KR16-24/MA, 4 x KR16-25/MA, 4 x KR16-26/MA), cardboard, printed, matt,

260 x 205 x 195 mm, 752 g

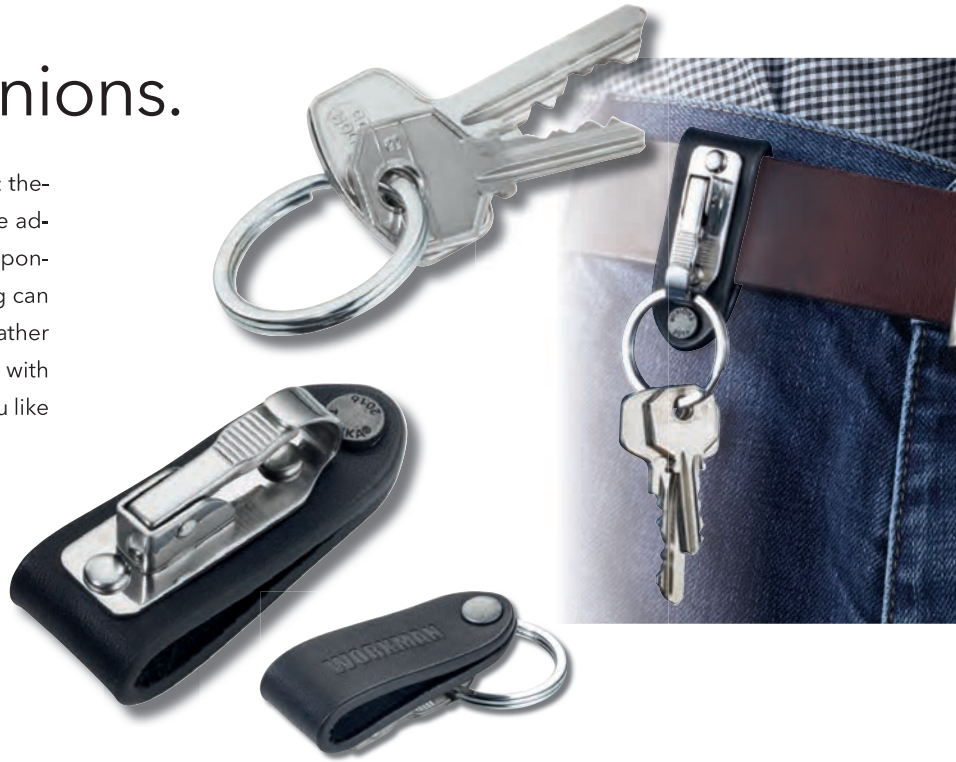
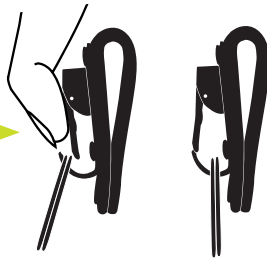




Helpful companions.

Indoors or outdoors, in private or at the office: there are situations where speed has the decisive advantage. WORKMAN ensures the shortest response times. With the clever carabiner the keyring can be disengaged quickly while the robust leather strap is securely attached to a belt. Works with keys, bags, lamps, tools, and whatever else you like to wear on your belt. It's up to you.

ZUM ÖFFNEN
DRÜCKEN
PUSH TO OPEN



WORKMAN

KR16-07/BK

Belt clip with keyholder function, steel/leather, black

Design: TROIKA Design Werkstatt

VPE: 6

23 x 13 x 60 mm, 21 g



CDU KR16-07/BK

CD064

Counter display for self-service, incl. 12 x WORKMAN, 12 x KR16-07/BK, cardboard, printed, matt,

177 x 290 x 253 mm, 652 g



„Bulletproof“

KEY CLICK

KR8-02/RG

Keyring, leather loop, 3 metal rings, click-lock, leather/imitation leather/metal, black/rose-gold

Design: TROIKA Design Werkstatt

VPE: 6

31 x 8 x 101 mm, 46 g



It can do almost anything!

1. FIND YOUR KEY

Switch on smartphone, activate app and SELFMATE answers within a radius of up to 35 metres.

2. FIND YOUR SMARTPHONE

Activate SELFMATE and smartphone immediately answers with adjustable ringtone.

3. SELFIE-FUNCTION

Use SELFMATE as an „extended arm“ to release smartphone camera when you want everyone in your selfie.

4. LOCATION

With SELFMATE you can find every location! Hotel, car park, place of interest, photo motif: simply activate the GPS-function of your smartphone. Mark the position with the SELFMATE and view it later on the TROIKA Find-App. And should you ever lose your keyring, the SELFMATE will automatically mark its last position on the GPS map of your smartphone's TROIKA Find-App.

5. VOICE RECORDINGS

Nothing gets lost with SELFMATE! The speech at grandma's 80th. Max's first attempts at playing the flute. A bright idea you have had. SELFMATE tells the smartphone what to record. And of course plays it back. Simply at the press of a button!

SELFMATE

KR15-03/WH

Keyring with key/smartphone finder, signal: beep/flashing light, App-controlled, Bluetooth® 4.0, location marker function, remote release for selfies/voice recordings (for smartphones), plastic, white/silver

Design: TROIKA Design Werkstatt

VPE: 6

50 x 10 x 30 mm, 15 g



KR15-03/BK

CDU KR15-03/BK + ../WH

CD062

Counter display for self-service, incl. 8 x SELFMATE, pre-sorted (4 x KR15-03/BK, 4 x KR15-03/WH), cardboard, printed, matt, multicoloured

165 x 230 x 195 mm, 420 g



Instructional video
www.troika.org/video



Modern times.

Where there's GLÜHBIRNE, there's often an LED in it. A nostalgic pear look comes with this smart keyring, one pull on the cable is sufficient and the white LED lights up the night. Whether a cellar door, office cabinet, or ignition: A light goes on in each key!

BAG LIGHT „Glühbirne“

TOR22/RD

Bag light, light bulb, LED-torch (white light), keyring, switched on and off by pulling the lamp, carabiner, plastic/metal, shiny, red

Design: ding3000

VPE: 6

25 x 25 x 40 mm, 16 g



GLÜHBIRNE



TOR22/DB



TOR22/BK



TOR22/SI





CDU TOR22

CD063

Counter display for self-service, incl. 18 x BAG LIGHT „Glühbirne“, pre-sorted (5 x TOR22/BK, 5 x TOR22/DB, 4 x TOR22/RD, 4 x TOR22/SI), cardboard, printed, matt,

130 x 295 x 180 mm, 530 g



My home is my castle.

Even on the go, the LIGHT HAUS key chain is always with you - a small symbol of durability in practical pocket format. And in the evening the castle owner quickly becomes a castle finder thanks to the built-in white LED light, so that the key knows where it belongs.

LIGHT HAUS

KR16-41/CH

Keyring with white LED light, house, cast metal, chrome plated, shiny, silver

Design: Axel Groß

VPE: 6

20 x 24 x 30 mm, 28 g



CDU LED

CD071

Counter display for self-service, incl. 12 x LIGHT..-keyrings, pre-sorted (4 x KR16-40/CH, 4 x KR16-41/CH, 4 x KR15-40/CH), cardboard, printed, matt, multicoloured

260 x 205 x 195 mm, 774 g



TROIKA[®]

USB LIGHT



Aufladbar über USB
Rechargeable via USB

LED



3,7 VOLT / 0,22 WATT

60 mAh

ALUMINIUM BODY

USB LIGHT

TOR80/BL

LED torch, white light, flashing light function, rechargeable via USB, overcharge /deep discharge protection, aluminium/polycarbonate/ABS, anodised, blue

Design: TROIKA Design Werkstatt

VPE: 6

23 x 23 x 55 mm, 21 g



2 Lichtfunktionen
2 light functions

1

Licht
light

2

Blinklicht
flashing light

TOR80/BK

TOR80/TI

TOR80/RD

TOR80/BL

CDU TOR80
CD060

Counter display for self-service, incl. 12 x USB LIGHT, pre-sorted (3 x TOR80/BK, 3 x TOR80/BL, 3 x TOR80/RD, 3 x TOR80/TI), cardboard, printed, matt,

243 x 223 x 192 mm, 452 g



Instructional video
www.troika.org/video



Premium Edition

The multitasking pens in evening dress: matte black and subtle gold - for the coolest appearance on any desk.

CONSTRUCTION KUGELSCHREIBER / BALLPOINT PEN

CONSTRUCTION

PIP20/BG

Multitasking ballpoint pen, centimetre/inch ruler, 1:20 m/1:50 m scale, spirit level, slotted/flat-head screwdriver, stylus, black refill, brass, laquered, matt, black/gold

Design: TROIKA Design Werkstatt

VPE: 4

10 x 10 x 150 mm, 36 g



Slotted Screwdriver



Phillips Screwdriver



Stylus Attachment & Spirit Level



Ballpoint Pen

CONSTRUCTION GRAPHITE DREH-BLEISTIFT / MECHANICAL PENCIL

CONSTRUCTION GRAPHITE

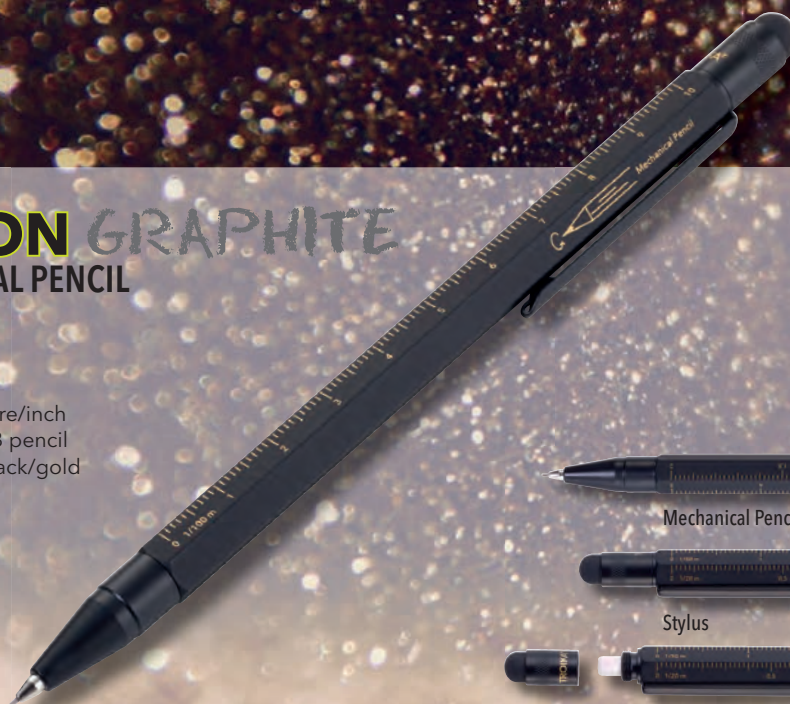
PIP21/BG

Multitasking mechanical pencil, centimetre/inch ruler, 1:20/1:50 m scale, rubber, three HB pencil leads (0.7 mm), stylus, brass, laquered, black/gold

Design: TROIKA Design Werkstatt

VPE: 4

9 x 11 x 149 mm, 29 g



Mechanical Pencil



Stylus



Eraser

Black Dolphin

PIP60/BK

Ballpoint pen and stylus for touchscreen tablet PCs, black refill, metal/ABS, rubberised, matt, black

Design: TROIKA Design Werkstatt

VPE: 4

19 x 10 x 146 mm, 24 g



CDU PIP60/BK

CD069

Counter display for self-service, incl. 12 x BLACK DOLPHIN, 12 x PIP60/BK, cardboard, printed, matt, multicoloured

155 x 260 x 185 mm, 748 g



Organisational capabilities

RED PEPPER

BOK72/LE

Travel folder incl. DIN A5 notepad, elastic band fastener, 5 card inserts, pencil, metal clip, leather/ imitation leather, black/red

Design: TROIKA Design Werkstatt

VPE: 2

177 x 30 x 227 mm, 513 g



Torque.

The addictive writing tool: If you've ever spun over your desk with pen and holder, you'll never want to stop. Attention, you're in danger of taking longer breaks! Luckily, you can also work seriously with the titanium-coloured aluminium pens and on any smart-phone and tablet with a touchscreen thanks to the stylus.



PEN SPINNER

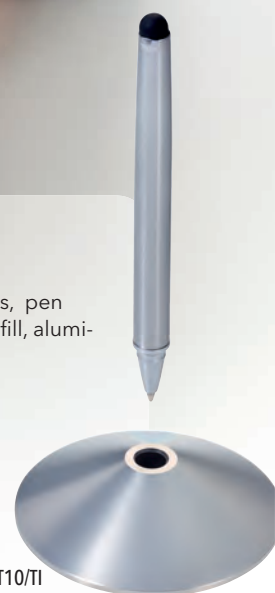
PST10/RD

Ballpoint pen and stylus for touchscreens, pen holder with gyroscope function, black refill, aluminium, anodised,

Design: Manfred Makedonski

VPE: 4

10 x 120 x 120 mm, 130 g



PST10/TI
titanium colour

No sport? No chance!

Now there is no excuse. OFFICE DRILL is the game specially adapted for office and PC workers at work: simple exercises that are fun, relax your neck and shoulders, and get your circulation back up to speed. Put the game plan on the table, put OFFICE DRILL in the middle, and off you go. The arrow points to the next exercise. Move your body - let's get going.

1. Spin
2. Move
3. Fit for the office



7.



Training plan and exercise instructions included!



OFFICE DRILL

PST11/TI

Ballpoint pen and stylus for touchscreens, pen holder with gyroscope function, black refill, aluminium, anodised,

Design: Manfred Makedonski

VPE: 4

10 x 120 x 120 mm, 130 g





5.

**Neck exercise**

- Upright sitting posture against the backrest
- Pull back shoulder blades
- Put hands behind head and push slightly forward
- Resist with head
- Hold for 20s

-> Strengthens neck muscles and prevents muscle tenseness



Instructional video
www.troika.org/video



Colourful is fun.

ZIMMERMANN MAGIC

With its rainbow coloured refills, the ZIMMERMANN MAGIC ensures one thing above all - a good mood. So if you're feeling stressed, take a break, colour your life! The high-quality multi-colour refills of KOH-I-NOOR invite you to leisurely scribble, scrawl, and colour. Also on board: the sturdy carpenter's pencil made of brass, various scales, six multi-colour refills and a grey one, and a pencil sharpener.

ZIMMERMANN MAGIC

PEN57/SI

Carpenter's pencil incl. 6 multicoloured leads, clutch pencil (5.6 mm, HB lead, grey), centimetre/ inch ruler, 1:20 m/1:50 m scale, sharpener, brass, laquered, silver

Design: TROIKA Design Werkstatt

VPE: 4

32 x 15 x 122 mm, 72 g



Mit integriertem Spitzer!
With integrated sharpener



Fallminen-Stift (5,6 mm)
clutch pencil (5.6 mm)



Spitzer
sharpener



inch
cm

Lineal
ruler



1X



6X

Scriber.

CONSTRUCTION zimmermann 5,6

ZIMMERMANN 5,6

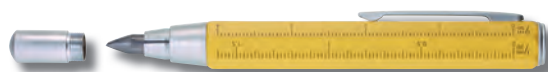
PEN56/YE

Carpenter's pencil, clutch pencil (5.6 mm HB lead), centimetre/inch ruler, 1:20 m/1:50 m scale, sharpener, brass, laquered, yellow

Design: TROIKA Design Werkstatt

VPE: 4

13 x 15 x 122 mm, 48 g



Mit integriertem Spitzer!
With integrated sharpener



CDU PEN56

CD059

Counter display for self-service, incl. 12 x ZIMMERMANN 5,6, pre-sorted (4 x PEN56/BK, 4 x PEN56/SI, 4 x PEN56/YE), cardboard, printed, matt,

175 x 295 x 225 mm, 1168 g



The world in your hands.

WORLD IN YOUR HAND

PEN10/BK

Rollerball pen, embossed-effect world map, black TROIKA 5888 refill (Made in Germany), incl. replacement refill, in white metal box, metal, chrome plated, shiny, black/silver

Design: Motiv: pinta

VPE: 4

13 x 15 x 126 mm, 47 g



WORLD IN YOUR HAND

PEN10/CH

Rollerball pen, embossed-effect world map, black TROIKA 5888 refill (Made in Germany), incl. replacement refill, in white metal box, metal, chrome plated, shiny, silver

Design: Motiv: pinta

VPE: 4

13 x 15 x 126 mm, 47 g



Teamplayer Sets

The stylish rollerball to make quick notes on the go. The high-quality metal case with space for your business cards. And the appearance of your communications team? A perfect match with a freedom promising retro look. This is how elegant analogue data exchange can look.



WORLD IN YOUR HAND

PEN10CDC/DB

Set of rollerball pen and business card case, black TROIKA 5888 refill (Made in Germany), incl. replacement refill, case for approx. 17 cards, metal/steel, shiny, silver/blue

Design: TROIKA Design Werkstatt/Motiv: pinta

VPE: 2

107 x 22 x 162 mm, 96 g



FREEDOM

PEN13CDC/VW

Set of rollerball pen and business card case, black TROIKA 5888 refill (Made in Germany), incl. replacement refill, case for approx. 11 cards, metal/steel, shiny, multicoloured

Design: TROIKA Design Werkstatt

VPE: 2

107 x 22 x 162 mm, 146 g



10D146

Acrylic-Display
by request only

Twice as good.

This elegant business card case amazes from the inside out. With others chaos would prevail, however with this case a colour register separates your own from other business cards. Or business cards from credit cards. Or shopping cards from club cards. Or, or, or ... Who says that style can't be practical?





ZWEI-FACH

CDC36/BK

Business card case with coloured partition, for your own/others' business cards, for approx. 21 cards, aluminium, matt, titanium colour/black

Design: TROIKA Design Werkstatt

VPE: 4

60 x 12 x 93 mm, 30 g



ZWEI-FACH

CDC36/BL

Business card case with coloured partition, for your own/others' business cards, for approx. 21 cards, aluminium, matt, titanium colour/blue

Design: TROIKA Design Werkstatt

VPE: 4

60 x 12 x 93 mm, 30 g



Partition for...



...Your own and others business cards



...cash and personal documents



...bonus and credit cards

CDU CDC36

CD068

Counter display for self-service, incl. 8 x ZWEI-FACH, pre-sorted (4 x CDC36/BK, 4 x CDC36/BL), cardboard, printed, matt, multicoloured

260 x 230 x 165 mm, 554 g



Success factor contacts:

You can never have enough. So think a little bigger when the next event is coming up. JUMBO 17 has room for more; more business cards - approximately 17 - more contacts, more success. The delicate digital printing of the „BIRDIE“ motif makes the titanium-coloured aluminium case look even better.

CARD CASE BIRDIE

CDC82/TI

Business card case with digital printing, for 17 cards, aluminium, anodised, titanium colour

Design: TROIKA Design Werkstatt; Motiv: Studio Markus Binz
VPE: 6

60 x 8 x 93 mm, 23 g



Contacts XXL.

The name says it all: With JUMBO, 30 business cards don't run out so quickly. There is space for about 30 of them in the high-quality aluminium case. Perhaps the most spacious business card case in the world? In any case, it's a must-have for everyone who wants to make good contacts, often.

JUMBO 30

CDC78/TI

Business card case, embossed „30“ on lid, for approx. 30 cards, aluminium, titanium colour

Design: TROIKA Design Werkstatt

VPE: 6

60 x 15 x 93 mm, 34 g



JUMBO 17

CDC77/TI

Business card case, aluminium, with embossed „Jumbo17“ on lid, holds approx. 17 cards, titanium colour

Design: TROIKA Design Werkstatt

VPE: 6

60 x 8 x 93 mm, 23 g



CDU JUMBO

CD065

Counter display for self-service, incl. 8 x JUMBO card case, pre-sorted (4 x CDC77/TI, 4 x CDC78/TI), cardboard, printed, matt, multicoloured

260 x 230 x 165 mm, 667 g



IMPRINT

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