



## News

**soapy – the innovative soap with light effect and collectable figure – does not only make your kids' eyes sparkle with joy !**

**The unique and extraordinary product “soapy” turns washing your hands into a fun thing to do. The colourful light effects which appear when using it and the cute collectable figure on the inside make soapy a new favourite item not only for children. The soap is a funny bathroom accessory that always attracts attention, and it is also a great gift for young and old.**



The original questions the manufacturer was facing were: how do we encourage children to wash their hands regularly and how do we make them enjoy washing their hands? The perfect solution was a bar of soap, which is fun to use and at the same time gentle on the skin. Kids can't wait to wash their hands again and again to finally get to the collectable figure on the inside.

That is how soapy was created- the soap with fun factor. It is unique in many ways: when washing your hands with soapy, it starts to flash in different colours and on the inside a high-quality collectable figure is waiting to be discovered. Moreover, soapy is fragrance-free, dermatologically-tested and without preservatives. Its skin kindness was tested and proofed “very good”.



soapy does not only make children's eyes shine. The enthusiasm for this extraordinary soap knows no age limit. soapy rouses the play instinct even in "grown-up" children. No matter whether in your bathroom, in the doctor's waiting room or in the office, soapy puts you in a good mood. Furthermore, this soap is simply an ideal gift whose charms are hard to resist, and besides being an enjoyable item it also has a practical value.

soapy is also a very interesting means of advertising for any company as the collectable figure on the inside can be designed in any way desired. You can make your company logo or movie character shine and attract extra attention as a giveaway.

soapy will conquer the hearts and bathrooms and make washing your hands enjoyable. That's a promise!



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soapy is a creation of media7trade GmbH. The company is a wholesaler of high-quality promotional gifts and souvenirs. Under the slogan "world of surprise", media7trade offers innovative and unique gift articles. With its own creative team, the company develops new products and also produces custom-made promotional gifts upon request. media7trade was established in 2007 and is a 100% subsidiary of imcopex office supplies GmbH.