

“The womanizer creates multiple orgasms of an intensity no other product can match.”

epi24 GmbH from Germany introduce a unique innovation to the market



“Everything vibrates!” says Michael Lenke, CEO and mastermind of epi24 GmbH, looking at the vibrator market, but this comment is not without criticism because in his mind, there is too much vibration, but not enough innovation and new technology. It is time for a revolution, and Michael is ready to set the ball rolling with his “womanizer”, a lifestyle product that does not create orgasms via traditional vibration, but with an entirely new stimulation technology. Of course, the EAN team wanted to learn more about this exciting innovation, and Michael Lenke told us all there is to know about his “womanizer”.

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**exclusive**

Michael, before we talk about your new and unique product, would you mind giving our readers some information about your company?

**Michael Lenke:** epi24 GmbH is a German company that develops and produces innovative lifestyle products. Our international team of engineers and designers is working together with doctors and wellness experts to achieve this goal. Our products set new standards in terms of technology, ergonomic design, and quality. epi24's womanizer is dedicated to innovation in the erotic and wellness market. It represents pure lifestyle. I have 40 years of experience in research and development, and we

own 50 international patents and registered designs in various industries. The CEO of epi24, my wife, Brigitte Lenke, is in charge of administrative tasks and product testing.

What was your motivation to take this step and get into the market for intimate stimulation products?

**Michael Lenke:** Being an inventor (50 international patents & registered designs), I noticed that there hadn't been real innovations in the erotic market for some time – everything vibrates, but that's about it! It is time to take sex toys to the next level, and our womanizer is a quantum leap in that development.

You conducted extensive market research before getting into this industry. What caught your attention, and more importantly, what was missing in the market?

**Michael Lenke:** We watched and analysed the market very carefully for a full two years. What we noticed is that there is very little innovation in this industry. Usually, the only things that change are the colours and shapes of the vibrators or dildos. But when was the last time we really saw a new, innovative technology? Many years ago. Vibrators have been around for more than 100 years, and I really feel it is time to revolutionise the concept with a new technology – by stimulating the clitoris without vibration and without touching it.

Without a doubt, your “womanizer” will change the world of erotic toys. How did you get the idea for this product?

**Michael Lenke:** All you need is an inventive mind and enjoyment in things erotic.

The “womanizer” is not a vibrator in the traditional sense as it is based on an entirely different principle. What can you tell us about this new generation of vibrator?

**Michael Lenke:** The revolutionary womanizer technology is nothing like a vibrator. For the first time ever, you can stimulate the clitoris without even

touching it. The principle our product is based on is as brilliant as it is innovative: The clitoris is sucked into the head of the toy and then stimulated by exposing it to pulsating compression waves – no physical contact, easy to adjust – until the user reaches her climax. The



over-stimulation of the clitoris becomes a thing of the past. Our womanizer is the first product in the world to make use of this great, innovative technology.

So how do you use this product?

**Michael Lenke:** First, remove any intimate piercings you may have, and you're ready to go. Press the button shortly to turn on the product. It is now in soft mode, the treatment head flashes. Next, you slightly spread apart the labia so as to expose the clitoris, and position the treatment head on top of the clitoris. If you apply gentle pressure now, the clitoris is absorbed in to the oval opening of the treatment head. You can play around until you find the perfect position for the womanizer. If you want more powerful sensations, you can adjust the intensity

seamlessly. If you want to, you can also use the device with lubricants or massage oils, but we recommend you use products based on water or silicone, without alcohols or perfumes since those substances may cause damage to the product. Apart from touch-free stimulation of the clitoris and the infinitely variable intensity settings, the womanizer also offers a neat glowing effect in the dark. And thanks

to the exchangeable treatment head that is made of medical-grade silicone, it is also a very hygienic product. The womanizer runs on a rechargeable lithium-ion battery and can be recharged via a USB cable. It comes with a two-year warranty.

Which advantages does this special kind of clitoral stimulation offer?

**Michael Lenke:** Because of the touch-free stimulation of the clitoris, there is no familiarisation effect and not over-stimulation like you'd get with other products. This is the softest and yet most intense stimulation on the international market. The womanizer technology creates multiple orgasms of an intensity that no other product can match.

Which materials are used during the production of the “womanizer”?





The revolutionary womanizer technology makes it possible to stimulate the clitoris without touching it – a real innovation in the market for sex toys

Michael Lenke: The womanizer is a typical lifestyle product and that is reflected in its shape and look which are rather atypical for a sex toy. There are no similarities to the designs we've come to associate with traditional sex toys.

The number of products in the market is growing every day. How hard is it to stick out from such a big crowd with a new product?

Michael Lenke: Competition in the erotic market is brutal. A new product can only get attention if it offers great quality and the right features. And if you really want to make a splash, you need something the world has never seen.

Alas, product piracy is a great problem in the market for sexual wellness products. Aren't you worried that someone may come along and copy your product? How do you want to protect the "womanizer" against copycats?

Michael Lenke: The womanizer technology is protected by an international patent (including 30 pages of patent specifications). The design is also subject to trade mark rights, and the womanizer brand is registered all over Europe, in the USA, in Canada, Japan, Korea, and China. We are working together with Germany's most renowned patent law firm, Kuhnner & Wacker, and if our trade marks are violated, we take every legal action at our disposal to fight this infringement. We have already supplied the German customs authorities with our trademark protection documents, so illegal copies and products that violate our trade mark rights will be confiscated before they even enter the country.

Who is the target audience for the "womanizer"?

Michael Lenke: I don't think you can pick out a certain demographic. The womanizer is for every curious woman or couples who like to experiment and want to experience new and intense orgasms. That is our target audience. Moreover, the womanizer is also perfect for women who have problems reaching their climax – our product has done wonders for many of these women already.

Michael Lenke: ABS, phthalate-free. For the treatment head, we use hypo-allergenic, medical-grade silicone. The womanizer has been certified by the German association for technical inspection in Rhineland. Moreover, our products are also ISO-certified.

You say that using the womanizer is an "orgasm guarantee". How much time and work did you invest in tests, research, and development for this product?

Michael Lenke: Development, including all the various test phases, took about 18 months. As with every truly innovative technology, we had to overcome many obstacles along the way. Finally, we conducted tests with 50 women to see how effective our new toy was. And the result: More than 90% of the testees had an orgasm while using the womanizer

Did you incorporate a lot of input from designers and engineers when developing the "womanizer", and how much influence did experts from the medical field have during its creation?

Michael Lenke: We have teamed up with renowned gynaecologists and sex therapists. Our engineering and design team is usually working on the medical products we produce with one of our companies. They all poured their know-how and their experience into this project, and it shows.

Sexual wellness, sexual health, erotic lifestyle ... these trends hold sway over the erotic market at the moment. Does the "womanizer" also cater to these trends?



Sparkling editions: the limited "Crystal" edition is endowed with more than 1200 Swarovski stones

What's the retail price of your product?

Michael Lenke: The retail price of the womanizer W100 is € 189.

How do you want to position this innovative product in the market? The segment for luxurious, expensive sexual wellness products is very crowded ...

Michael Lenke: You've already said it: The womanizer is an innovation. And innovations have been few and far between these past years. So that is how we position our product in the top-quality segment – as a real innovation.

Which channels of distribution do you tap into? Are you working directly with the trade, or do you market your products via distributors and wholesalers?

Michael Lenke: At the moment, we are in talks with various distributors, retailers, and also therapists. In Germany, the womanizer is available via our shop and at home parties organised by Funconcepts oHG (better known as Didofoe – dido fairy) and hosted by their 3,000 home party saleswomen.

So you are still looking for distribution partners in Europe?

Michael Lenke: Yes. As I already mentioned, we are in talks with numerous interested parties. But distributors and trade members from Europe and other countries are welcomed to get in touch with us.

Where can retailers get your products? Who should they turn to if they want the "womanizer" on their shelves?

Michael Lenke: The easiest way to get in touch with

us is via e-mail (info@womanizer.de). We'll get back to you as soon as possible and will answer all of your questions.

Are there standards potential distribution and trade partners have to fulfil?

Michael Lenke: We want friendly, reliable, lasting business relationships with our partners. We've always felt that live and let live is not the worst business philosophy to have.

How will you bolster interest when the product is launched? Can the trade order POS materials from you?

Are there plans to offer product training and sales courses?

Michael Lenke: Right now, we are establishing our distribution strategy, and of course, we will support our partners with POS materials in the future. There are no plans for sales training courses at the moment.

The media seem very interested in your "womanizer". Can you use this interest to foster the social acceptance of erotic products? Could you imagine selling the "womanizer" in the mainstream market, or is your focus on the erotic room and the erotic realm alone?

Michael Lenke: People are much more open-minded when it comes to erotic products, and there is also much greater mainstream interest – since the success of "50 Shades of Grey" if not before. I think that lifestyle products, not erotic products, will be the big success story in the years to come.

You are going to present your product at eroFame in October. What are your expectations going into that trade convention?

Michael Lenke: We expect to meet many international distributors and establish contacts with members of the press.

Can the market already look forward to new innovations from epi24?

Michael Lenke: Yes, of course. We are working on a whole womanizer product line. You will be pleasantly surprised.