



04/2018



Official Supplier for Google Inc.

#1 WORLD WIDE FOR BRANDED CARDBOARDS



2,600,000+
POP! CARDBOARDS
hand-made

600+
B2B clients
satisfied

24,000+
Consumers
world-wide reached

Hendrik Schicke
www.mrcardboard.eu

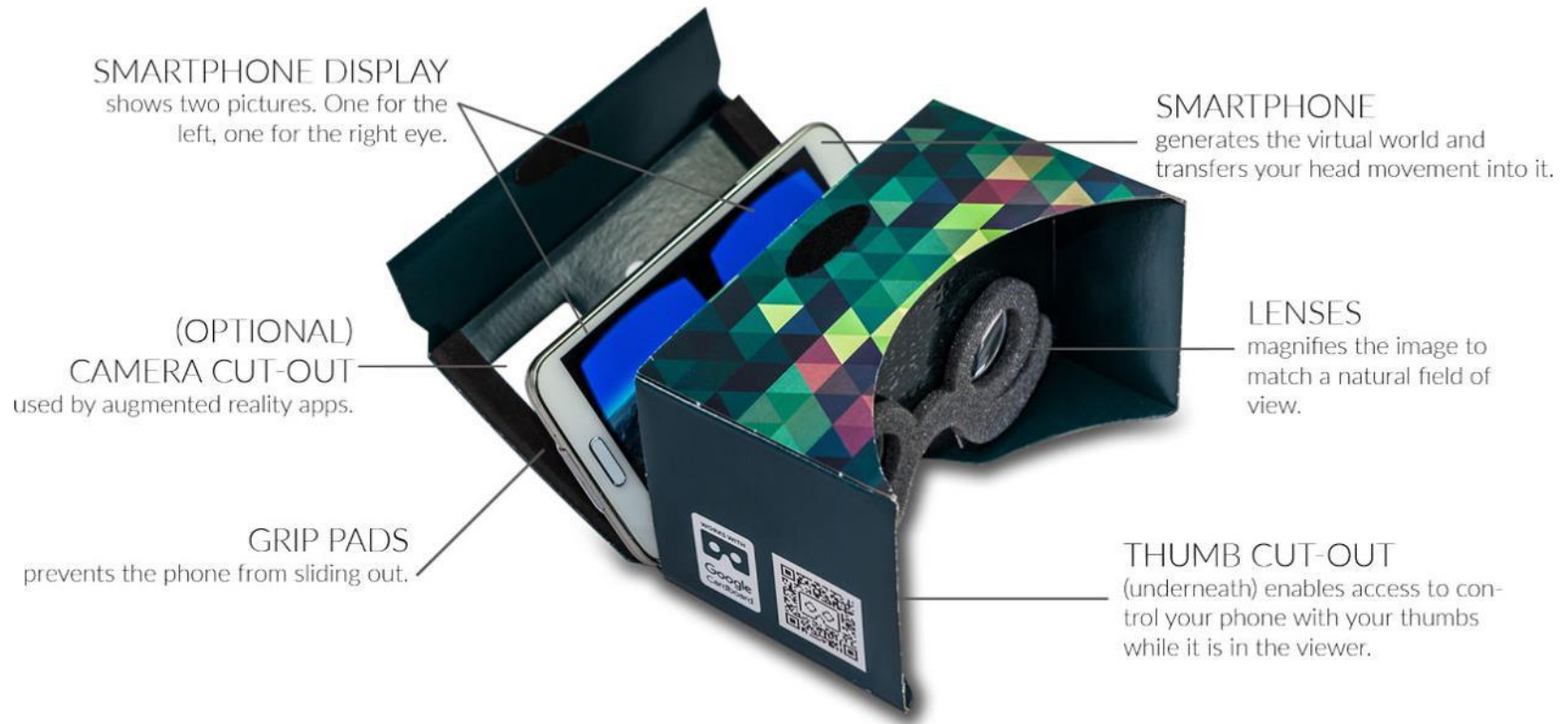


MR. CARDBOARD

+49 159 042 416 33
mail@mrcardboard.eu

HOW DOES A CARDBOARD WORK?

See it in action: <http://faq.mrcardboard.eu>



WE HAVE THE EASIEST TO USE VR VIEWER

Compare us under <http://fast.mrcardboard.eu/>

Our POP! CARDBOARD



Our competitors



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AS EASY AS 1-2-3

Intuitive assembly in 2 easy steps



Just fold
it up!



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 **MR. CARDBOARD**
Virtual Reality made in Germany

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TAKE THE WINNER

More details under <http://review.mrcardboard.eu>



POP! CARDBOARD



Google Cardboard V1



Google Cardboard V2

Maximum support display size	6 inches	5.2 inches	6 inches
Assembly	50 seconds	3 minutes	30 seconds
Flats fold after use	✓	✗	✗
Case	Completely surrounding case	✗	Simple case
Material	Double reinforced corrugated cardboard	Simple corrugated cardboard	Simple corrugated cardboard
Surface quality	Water and scratch resistant	✗	✗
Forehead protection	✓	✗	✗
Control of phone	Via thumb cut-out	Magnet switch	Conductive button
Slide protection for phone	Grip Pads hold the phone tightly	Loose rubber band	✗
Comfort	Mustache foam provides comfort	No foam protects nose	No foam protects nose
Light blinds	All-around + mustache subdues light	All-around	Not at the bottom
Lenses	Small lenses, but no distortion	Small lenses, but no distortion	Big lenses, but high distortion
Ready for Augmented Reality	Yes, has a camera cut-out	Yes, has a camera cut-out	✗

WE MAKE CUSTOMERS HAPPY!

"Your sample was amazing. I'm really impressed with the construction and the quality of your cardboard. I can see why your company is doing so well!"

- Reesan - BEND VR, New Zealand

"The cardboards you've made are definitely the highest quality cardboard I've ever seen, well done!"

- Rory - Beard & Glasses VR, US

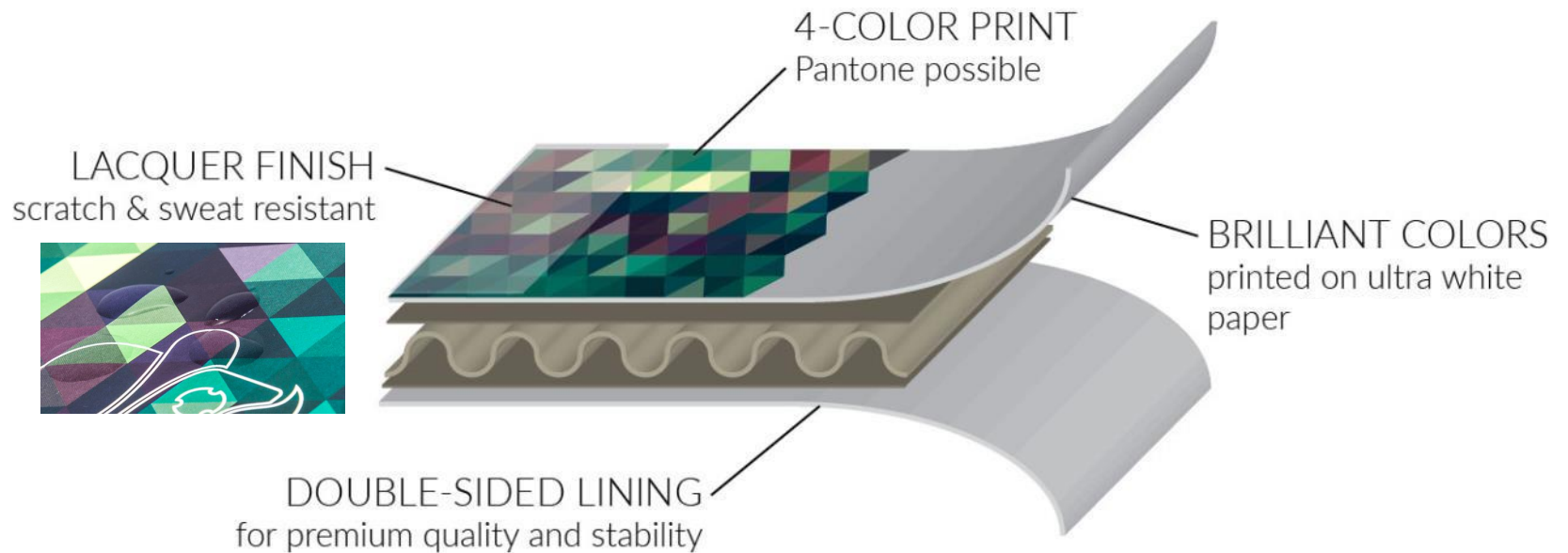
"Definitely exceeded all expectations. Really good quality and the packaging design is quite smart. I also think the short distance between the lenses and the phone holder is key to enhance the sharpness of the image."

- Nicolas - INDUSTRY PARTNERS, US

"After comparing with the other suppliers, your features are most impressive."

- Darryl - Artuch Pte Ltd, Singapore

BEST QUALITY FOR MAXIMUM EXPERIENCE



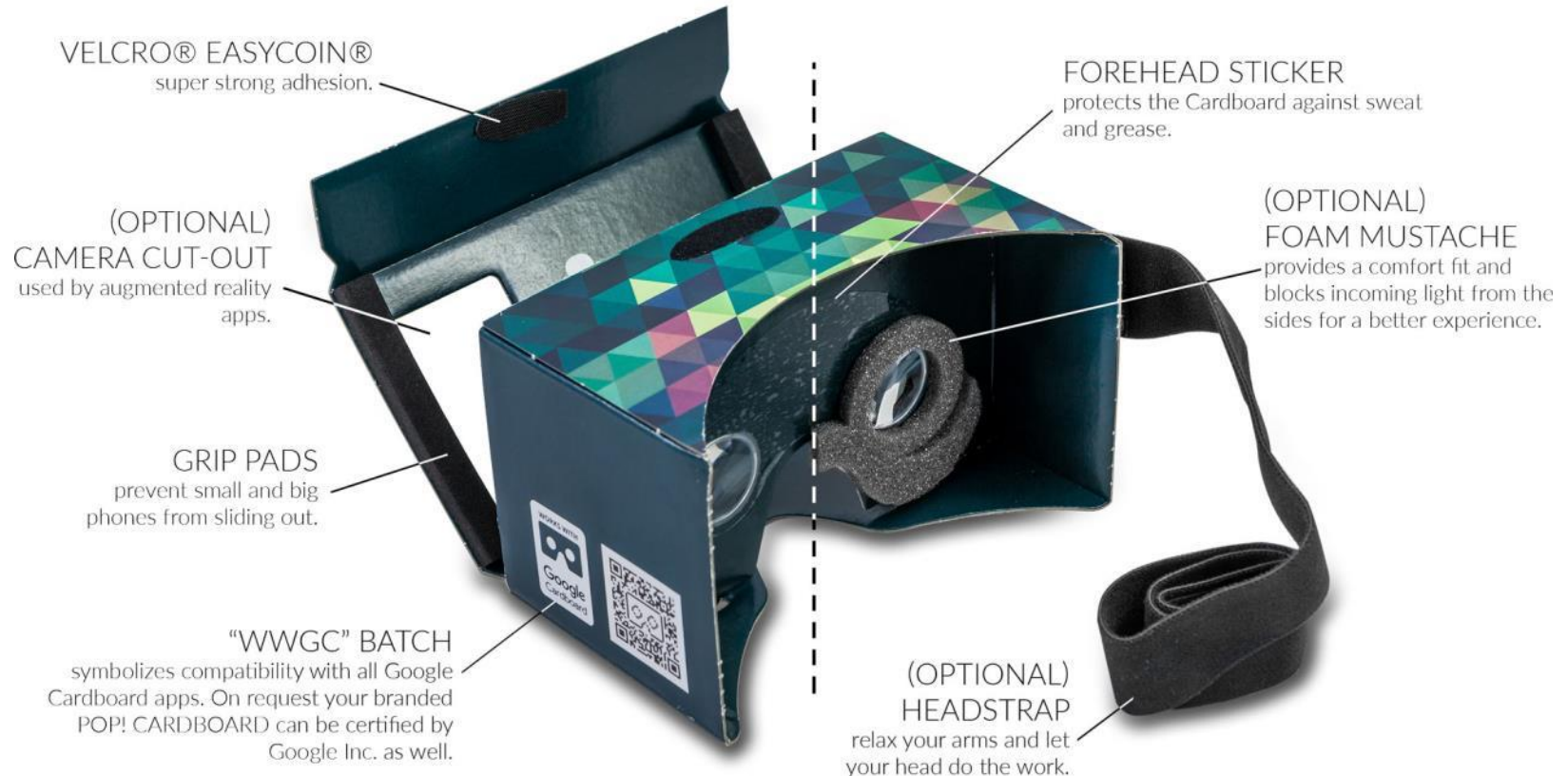
FAIL PROOF AND INTUITIVE



"Very easy, and probably better than those flimsy magnet sliders that come on other cardboard models. Can't break your finger quite so easily as one of those..."
- J.B., happy Amazon customer

PASSION FOR DETAIL

Developed together with our customers



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FITTING EVERY OCCASION

OUR BESTSELLER: POP! BOX



Premium packaging and quality made from corrugated material. The viewer is perfectly fitted into the envelope, making it the premium give away!

ON BUDGET? POP! VALUE



Premium print, but made from non-corrugated cardboard. Thinner, lighter, faster and best-value for large quantities.

LET'S TALK ABOUT SIZE

save shipping cost with our compact design

POP! BOX



145 g
235 mm
135 mm
20 mm

POP! VALUE



77 g
235 mm
135 mm
12 mm



60 g
220 mm
130 mm
13 mm



37 g
220 mm
130 mm
7 mm

DIDN'T FIND WHAT YOU NEED?

we will design a viewer just for you

ketel one



Find out more about the ketel one:
<https://youtu.be/zptgKv3vTL8>

ZapBox



Find out more about the ZapBox:
<https://youtu.be/QL3ai-N9x-U>






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POP! BOX – CUSTOM BRANDED






Corrugated material

Quantity	BOX 0/0	BOX 4/0		BOX 4/4		Feature	Feature	Lead-time
	No print in plain white	One side full color print		Both side full color print		Head strap	Mustache foam	
								
1	9.90					3.00	1.00	
50	9.42	19.89	15.91*	21.69	17.35*	2.00	0.98	BOX 0/0: immediately from stock
100	8.65	14.10	11.28*	16.59	13.27*	1.50	0.96	
250	7.76	9.45	7.56*	11.95	9.56*	1.48	0.94	
500	6.89	8.82	7.06*	9.92	7.94*	1.43	0.90	
1,000	6.12			8.13	7.94*	1.38	0.86	
2,000	*discounted price for 6 weeks of delivery time			6.91		1.17	0.73	BOX 4/0 or BOX 4/4: 3-4 weeks
3,000				6.16		1.05	0.65	
4,000				5.85		0.99	0.62	
5,000				5.56		0.95	0.59	
10,000				4.72		0.81	0.50	
25,000			4.11		0.70	0.43	4-6 weeks	
50,000			3.86		0.65	0.41		
100,000			3.67		0.63	0.39		

All prices in EUR excl. shipping and excl. (if applicable) VAT. Delivered quantities may vary by +- 5%.

POP! VALUE – CUSTOM BRANDED

Non-corrugated material

Quantity	VALUE 4/0	VALUE 4/4	ENVELOPE 4/0	Feature	Feature	Lead-time
	One side full color print	Both side full color print	One side full color print	Head strap	Mustache foam	
						
1,000						3-5 weeks
2,000	4.53	4.98	0.63	1.17	0.73	
3,000	3.58	3.83	0.60	1.12	0.65	
4,000	3.23	3.35	0.58	1.05	0.62	
5,000	2.98	3.13	0.56	0.95	0.59	
10,000	2.62	2.73	0.51	0.81	0.50	
25,000	2.15	2.27	0.46	0.70	0.43	
50,000	1.92	2.05	0.42	0.65	0.41	4-5 weeks
100,000	1.80	1.93	0.38	0.63	0.39	
250,000	1.69	1.82	0.34	0.62	0.37	5-7 weeks
500,000	1.58	1.72	0.31	0.61	0.36	7-9 weeks
1,000,000	1.48	1.62	0.29	0.60	0.35	9-11 weeks

All prices in EUR excl. shipping and excl. (if applicable) VAT. Delivered quantities may vary by +- 5%.

IF TIME IS SHORT

white cardboard with sticker



Production time between 1 week and 2-3 days






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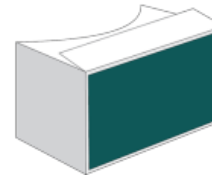
POP! BOX WHITE + CUSTOM LABELS

Corrugated cardboard

Quantity	BOX o/o	BOX + Label set	BOX + Express label set	Feature	Feature
	No print in plain white	7 days production time	2-3 days production time	Head strap	Mustache
					
10	9.90	12.65	18.65	3.00	1.00
25	9.67	12.42	15.65	2.50	0.99
50	9.42	12.17	13.37	2.00	0.98
100	8.65	11.15	11.75	1.50	0.96
150	8.38	10.63	11.03	1.49	0.95
250	7.76	9.76	10.01	1.48	0.94
500	6.89	8.39	8.54	1.43	0.90
1,000	6.12	7.62	7.67	1.38	0.86



[Template for envelope](#)



[Template for viewer](#)

All prices in EUR excl. shipping and excl. (if applicable) VAT.

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EXPERIENCE THE POSSIBILITIES

A short selection of Android & iOS apps



Google Cardboard

Your starting point for your tour through the virtual reality.



WIHTIN

The best 360° / 3D videos in one app.
We recommend:
„Take Flight“



Star Tracker VR

Real star map overlay of your current GPS position.



Sketchfab

Teleport yourself to Rome, hold a beating heart, or walk among dinosaurs.

