

Effol

Month	January	February	March	April	Mai	June	July	August	September	October	November	Decemeber
Advertising focus												
Events		Spoga	Agravis trade fair	Horse Fair Finland	TSCHIO Aachen		LGCT Riesenbeck	Aachen World Equestrian Games	Agravis trade fair			
Promotional products	SuperStar Shine	Hoof Care	Fly protection Series	Start of the tournament season	Regeneration for horses	Insect screen series	Leather care	Insect screen series	Effol Med Broncho-Care	SuperStar Shine Series	Advent calendar	

HEY EASY CARE

Month	January	February	March	April	Mai	June	July	August	September	October	November	Decemeber
Advertising focus					Textile care				Impregnation			
Events		Spoga	RedBlue trade fair						Red Blue trade fair	VDS Super Cup Finale		
Promotional products	Wool Wash	Down Wash Set	Tex Wash / Impra Wash	Tex Wash / Impra Wash	Micro Wash / Safety Wash	Micro Wash / Safety Wash	Micro Wash / Safety Wash	Micro Wash / Safety Wash	Tex Wash / Impra Wash	Tex Wash / Impra Wash	Tex Wash / Impra Wash	Tex Wash / Impra Wash

SPORT LAVIT

Month	January	February	March	April	Mai	June	July	August	September	October	November	Decemeber
Advertising focus	Heat				Showers				Roll-Ons			
Events		DLV Indoor Championships	RedBlue trade fair				DLV Finals	DO IT FAST Run	Red Blue trade fair	VDS Super Cup Finale		
Promotional products	Sport Gel Hot Warm Up Oil	Sport Gel Hot Warm Up Oil	Sport Gel Hot Warm Up Oil	Skin Protect	Skin Protect	Ice Fit Sports Shower Gel	Ice Fit Sports Shower Gel	Ice Fit Sports Shower Gel	Sportgel Hot & Ice Warm Up Body Oil	Sportgel Hot & Ice Warm Up Body Oil	Sportgel Hot & Ice Warm Up Body Oil	Sportgel Hot & Ice Warm Up Body Oil