

The Magic Butterfly

Catalogue



Our origins

The messenger

The Magic Butterfly comes from a love story. The inventor wanted to seduce his beauty developing a clever assembly of metal wire, rubber band, and paper with radiant colours. He wrote his message on the butterfly wings and slipped it into an envelope, before sending it by mail...

From the card opening, The Magic Butterfly, in its extraordinary flight, came to deliver, to the young woman, a testimony of his feelings.

The first flying concept of the mail history !

From its very early days, the professionals were the first to take ownership of this concept.

The Magic Butterfly® is a French invention and locally-made. This revolutionary invention has been an essential object in the communication, marketing and event sector, since 1995.

Magicflyer International is present all over the world. Its head office is based in France and now has several European agencies, an American agency as well as many exclusive partners.



Our domains

B to B



Individuals

- **Wedding**
- **Christening**
- **Birthday**
- **Celebration**
- **Tribute**
- **Ceremony**
- **Inauguration**

B to C



Communication

- **Corporate Communication**
- **Marketing/Publicity**
- **New product launching**
- **Seminar, Meeting**
- **Inauguration**
- **Opening**



Event

- **Live entertainment**
- **Broadcasting**
- **Fashion Show**
- **Inauguration**
- **Private party**
- **Feast, gathering**
- **Festival**



Retail

- **Bookshops**
- **Stationery shops**
- **Toys shops**
- **Specialist shops**

Our identity

Tremendous communication Object

- Average return rate : 20%
- Handing : minimum 10 persons
- Persistence : 5 to 10 years



Infinite Customization

- Of the wings
- The cards & envelopes,
- Display cards & packaging



Emotions Generator

- Universal & timeless messenger
- Interactive & playful



Performance

- 24 years of success !
- Most prestigious national & international benchmarks trusted us



CSR Policy

- Aid for the social & economic reintegration
- Natural rubber coming from a sustainable & fair agriculture



Our applications



Communication



Event



Retail

[Our WebSite](#)

[Our prestige page](#)

[The brands that trusted us](#)

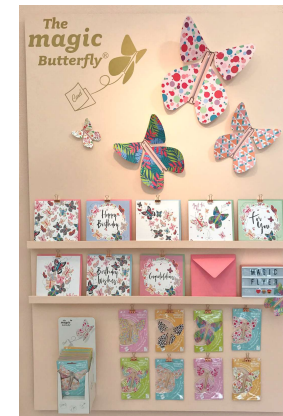
[Our baseline communication agency](#)



Last Key events :

- * [The « Arbre Blanc » building Inauguration](#)
- * [Céline Dion 50 years birthday](#)
- * [Intel TV advertising](#)
- * [Sean Chris – Music Video](#)

Example of :
The Magic Butterfly
shelf space in store
With European wholes,
Or into displays



Magic Flyer International - 450 Route d'Avignon - 13570 Barbentane
04 90 94 31 00 - magicflyer@magicflyer.com - www.magicflyer.com

Our approach



Magicflyer provides you :

- Its 24 years of experience & all its empathy
- The best solution for your project
- Multiple & varied, cross-crossed & cross-cutting, complementary or support... compositions.



Our « Creative Department »

- Will bring you all its **expertise** & **inventiveness**, to stand out and individualize your project.



Our sales department

- Will study all possibilities according to your wishes & your budget
- Give you the right & sound advices, based on a « win-win » partnership
- Its motto : your **satisfaction** & that of your customers;



Our digital hub

- Will offer you an increase in **your visibility** on our networks (FB + Insta = 33 K Followers)
- A digital proposal on our online store, depending on the size of your project.



Production & shipping

- Pay the utmost attention on the **quality** & the **compliance** of your requirements.

Advice



Service



Listening



Assistance



Satisfaction



Our + + concept

For a « WHAOU » effect

Think about our range BUTTERFLY RELEASES

Dear professionals, are you looking for a tremendous effect for your event ?

Use our customized butterfly releases.

Let your imagination run wild & develop your own scenarios & staging. Here, your creativity is limitless...

Thanks to a patented system, specially conceived to contain several Magic Butterflies, we guarantee you the "fireworks" that your event deserves.

Butterfly Card



Butterfly Booklet



Magic Heart



Magic Butterfly

Technical description

The Magic Butterfly consists of 4 paper wings, of a metal framework & of an rubber band. It is 9 cm wide & 9,5 cm high. It weighs 1,3 grams.

Available versions

Standard

Metallic
Hot-printing

Customized

Specificities



There are 5 standard design ranges, declined in plenty of colours.
Our standard ranges are : New concept (opposite figure) - Baroque flower - Impulsion - Wild Nature - Feather



Our Metallic Magic Butterfly is hot-printing, giving it a unique & very special shimmer.

2 Types of printing : full printed or New Concept design
For the moment, it exists in Gold & Silver mainly, but can be declined in several other metallic colours on request → becomes customized.



Manufactured from 500 units. Two possibilities → a template is provided to you & then you are able to compose your own visual, or → you provide us with your visuals et we propose you a personalized composition.

Standard Ranges

NEW CONCEPT



IMPULSION



WILD NATURE



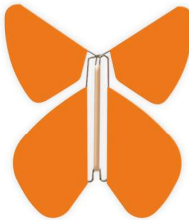
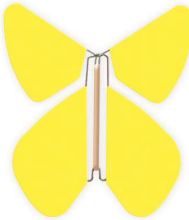
BAROQUE FLOWER



FEATHER



Exception Ranges



FLUO

TATTOO (Precious Metal)



GOLD



VERMEIL



SILVER



COOPER

GOLD - SILVER (Precious Metal)



Butterfly Card

Technical description

The Butterfly Card is sold as a set of 10 units.
It is composed by a 300 grams glossy paper.
It is 17cm wide & 17cm long. It weighs 16 grams.
Its cover is printed or printable to desire & has a closing notch.
It can contain up to two butterflies.
It may also be slipped into an envelop of 18,5 x 18,5 cm.

Available versions

Pantone

Metallic
Hot-printing

Customized

Specificities



Nowadays, we propose our card printed with a gold or silver pantone (opposite figure). Pantone print allows multiple colours, doable on a simple request & for minimum quantities...

** We also market envelopes 18,5 x 18,5 cm.*



HOT-printing allows for extraordinary glowing colours. This type of printing can also be declined in several other metallic colours on request.



Customized cards are made **from 50 units** & from the receipt of fully **approved artwork**.

The Butterflies rewinding & Enveloping are part of the numerous services that we afford, as well as the sale of envelopes...



Butterfly Booklet

Technical description

The Butterfly Booklet has a patented mechanism counting 9 interleaves. It is composed by a 300 grams glossy paper. It can contain up to 18 Butterflies. It is 18cm wide & 19cm long. It weighs 98 grams. Its cover is printed or printable to desire. Its velcro strap secures its closing.

Available Version

Pantone

Metallic
Hot-printing

Customized

Specificities



Nowadays, we propose our printed booklets pantone gold or silver (opposite figure). Pantone printing allows multiple colors, doable on a simple request & for minimum quantities...



The HOT-printing allows extraordinary glowing colours. This kind of printing can also be declined in several other metallic colors on request.



Customized Booklets are made **from 10 units** & from the receipt of fully **approved artwork**.

The butterflies rewinding is part of the numerous services that we afford.



The Magic Heart

Technical description

The Magic heart has a patented mechanism counting 9 interleaves. It can contain up to 30 Butterflies.

It is composed by a 300 grams glossy paper for the interleaves & by a 430 grams cardboard laminated for the cover.

It is 24 cm wide & 22 cm long. It weights 238 grams.

A delicate white tape wraps around the little embossed heart that becomes a subtle clasp.

Nowadays, it is only available in a white version.

Available Version

White

Specificities



Sober & delicate are the two words to define this object. After the flight, it can be used as a guestbook, photo book, memory book...etc.



It allows a grandiose flight of 30 butterflies simultaneously.



Its embossed heart clasp allows a personalized message.

The butterflies rewinding is part of the numerous services that we afford.



Mailing Pack

Technical description for standard size

The double cards glossy paper 300 gr	13,5 x 13,5 cm	15 x 15 cm
The white envelopes 120g sticky shutter	14 x 14 cm	16,2 x 16,2 cm
Weight with the Butterfly	17 gr	21 gr

Envelopes: - colored – or Four-coulor printed Logo Recto 3x3cm max → on request

**All versions/forms/formats are possible
on request**

Here, your

creativity

Specificities



This is an OVERALL "all in 1" offer, with Butterfly reassembly and Sub fold.
We can also make detailed proposals.



Here, you benefit the "Creative Department" 24 years of expertise, which will offer you a special composition from your visuals and synopsis. Or, we provide you multiples templates in pdf, ai or psd, with the aim of helping your creations

It is very important to incorporate the instructions of use into your graphic composition, in order to help the addressee to revive the magic of the Butterfly,. We offer several formats: watermark or color image.





Mignonette Minicard

Technical description

Consists of a Magic Butterfly in a DOUBLE mini-card:
12 x 12 cm and a cellophane size: 12,2 x 12,2 cm.
The Mignonette Minicard weighs 11 grams in all.
The instructions of use can be on the back of the map,
or as a small independent flyer.

Available versions

The Magic Butterfly

Customized

Specificities



A perfect gift to distribute at your events.
Allows the audience to be an actor & a spectator: interactive and playful! Complementary to the Mailing Pack, its small size allows you to keep a souvenir, like a business card.



Version "The Magic Butterfly": from 50 units - Butterfly of choice in our standard ranges
"Personalized" version: from 500 units (if customized butterfly).
Mixed version is also possible: customized card and standard butterfly.

Magic Mignonette

Technical description

Consists of a Magic Butterfly on a support card and a cellophane of 12 x 12 cm. She weighs 5 grams.

Explanations of use on the back of the support card.

Available versions

The Magic Butterfly

Customized

Specificities



A perfect gift to distribute at your events.
Allows the audience to be an actor & spectator: interactive and playful!
Perfect for your Gift Box



Version "The Magic Butterfly": from 50 units - Butterfly of choice in our standard ranges
"Customized" version: from 500 units (if customized butterfly).
Mixed version is also possible: customized card and standard butterfly.



Individual Pack

Technical description

- The individual pack consists of a Magic Butterfly, on a support cartoline and cellophane. It weighs 7grams.
- The cartoline is double, measures 10x15cm, has a notch on the 1st to hold the Butterfly. A rounded cut-out has been designed to allow an aesthetic highlight. The explanations of use are printed on the back of the map.
- Two merchandising possible: on a spit, thanks to its European Hole or - on display

Display: Cardboard 300gr/ep. 1.5mm, glued and cut to shape. Delivered flat for point-of-sale assembly.

Available versions

The Magic Butterfly

Customized

Specificities



For the "Magic Butterfly" version, the concept is offered with our standard butterfly ranges and our 5 pastel colors for our cartolines: pink, blue, green, yellow and mauve.

For the customized version, you can create your own design for the Customized Magic Butterfly and for The Cartoline.



The set is customizable: **The Magic Butterfly, The Cartoline and The Display**
Minimum quantities for the first order is 6000 Individual Packs and therefore 200 displays of 30 units.



Luxury Pack

Technical description

- The Luxury Pack consists of a Magic Butterfly, a Butterfly Card (both hot-printed), a 25x19cm support card, an 18.5x18.5cm envelope and a cellophane. The whole thing weighs 43 grams.
- Two merchandising possible: on a spit, thanks to its European Hole or - on display.

Available versions

Metallic Hot-printing

Customized

Specificities



Hot metallic printing allows for exceptional shimmer. This type of printing can also be available in several colors, on request.



The concept can be customized: The Magic Butterfly and The Support Card

An "all in one" product, the end consumer does not have to make the effort of composition. At a glance, he imagines its purpose. He will customize his message with the "universal aesthetic" card that escapes the codes of classic and illustrated stationery.

A real down-down shelving "Flying Butterflies" can be imagined, on a spit thanks to its European hole. Options: 'various metallic colours' - several possible batch packs - complemented by our Individual Pack





Our services



Graphic creation or visual editing

All your ideas and stories to tell shaped by our creative service.
Conditions → provide us with visual files and scripts.



Routing

Not available for foreign countries for the moment...



Rewinding & folding

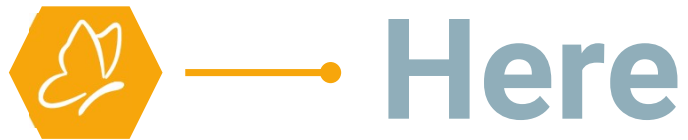


Customized & printed envelopes

All Sizes are available - they can be in color
Impressions: Logos and/or Address senders
Special message "Thank you for waiting for the signal before opening!"

Magic Flyer International - 450 Route d'Avignon - 13570 Barbentane
04 90 94 31 00 - magicflyer@magicflyer.com - www.magicflyer.com

Ask us for a quote



Write to us to:

magicflyer@magicflyer.com



Call us at:

0033 (0)4 90 94 31 00

Consult us and we will respond, as soon as possible, to all your specific requests
0033 (0)490 943 100 – magicflyer@magicflyer.com



THE team



David Vilaplana

Artistic director



Founder of the company
and creative soul,



Sandra Laguerre

Commercial department



Listen to you, always and
anywhere.



Valerie Coste

Shipment & Accountancy Department



From order taking to
delivery, I will take care of
your parcels and your
Magic Butterflies.



Jennifer Carré

Digital Marketing



Passionate about new
technologies, I watch over a
beautiful presentation online,
like our Magic Butterfly.



There is no great
achievement that was
first utopia.

Contact us! We will make all your projects a reality...

