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## Press Kit

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[www.spielmaterial.de](http://www.spielmaterial.de)

*Still living or already playing?*

### Brief Information

Company: [www.spielmaterial.de](http://www.spielmaterial.de)  
Owner: Harald Mücke  
Headquarters: Pescher Str. 235, D-41065 Mönchengladbach/  
Germany  
Established: October 2000  
Industry: Online mail order  
Divisions: [www.spielmaterial.de](http://www.spielmaterial.de)  
Mücke Spiele

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# Press Kit



Onlineshop

## www.spielmaterial.de - Brief Introduction

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www.spielmaterial.de is a customer-oriented online mail order and service provider based in Mönchengladbach. The owner Harald Mücke holds a degree in business administration.

### Two divisions

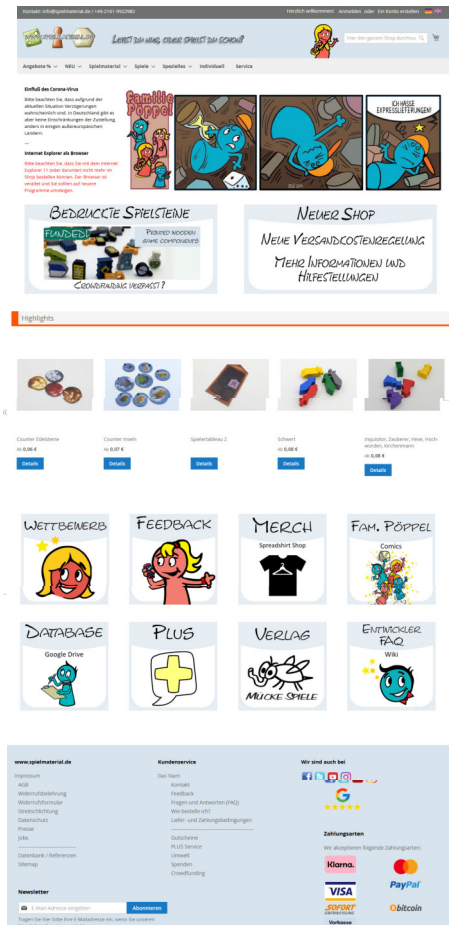
The company consists of two divisions: On the platform www.spielmaterial.de the world's largest assortment of materials for games development is offered. Additionally, numerous services related to this are offered. The publishing division Mücke Spiele is another focus of the offer: The small publishing house publishes mainly games from author competitions that are conducted at www.spielmaterial.de.

### Customer Base

www.spielmaterial.de has customers from all over the world. About 40 percent of the customers are from Germany. Customers from abroad are mostly from France, Italy, Japan and the United States. The customer base is very diverse: In addition to game designers and players, there are schools / teachers, speech therapists, as well as companies from every imaginable economic sector.

### Logistics and stock

The assortment of www.spielmaterial.de includes about 8,000 different products, which are managed on 600 m<sup>2</sup> of storage space. The company delivers worldwide with various renowned shipping services.



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**www.spielmaterial.de**

### **- Dates and Facts (I)**

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**The online portal [www.spielmaterial.de](http://www.spielmaterial.de), launched in 2002, offers the world's largest assortment in the area of game development.**

In addition to an extensive selection of individual materials and accessories (pawns, dice, hourglasses, playing cards, boxes, stands, bags, counters, play money, etc.) very individual, customized solutions are also offered (special game pieces, creation of playing cards, game boards, customized dice, etc.). The customer structure is accordingly diverse. In addition to game designers and players there are also schools, speech therapists and businesses of all economic sectors.

#### **Diversity as a key concern**

Our offer is diverse: We continuously develop materials with which your game ideas can be easily realized. We also produce customized products and bring in our technical expertise around the game development.

We offer appropriate solutions to our target groups in each case - from the creation of individual games and prototypes, through the implementation of semi-professional small and very small print runs up to the complete production of larger batches of games. The demands here are naturally very different. We are ready for this and offer solutions for each area.

Our goal is the targeted further expansion of the offer, in particular the search and development of components with which our customers can most effectively implement their ideas for games.

#### **A separate WIKI as information platform**

In our WIKI you will find plenty of information about the possibilities of implementation of game ideas and the background of the industry.



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## Assistance for any request

### 1) Prototypes / Individual Game

An extensive range of tiles and other materials enables the implementation of board and card games of all kinds. Compatible aids such as blank dice, blank boxes, blank boards and sticks, that can be printed using a home printer, allow the creation of individual games. Also, there are blank cards and counter shapes that can be used on backing paper in a printer. In short, we provide materials so that own game ideas can be implemented quickly.

### 2) Semi-professional games

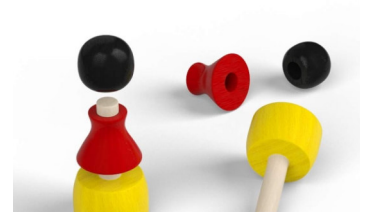
Individual components of board games such as game boards and cards are often only economically viable when large quantities are produced. This is due in particular the expenses for setting up machines. We offer affordable options in the semi-professional range for shorter runs. In a specific category ("custom") we present such customized solutions.

### 3) Professional production

We also offer production for the professional field. This becomes possible (and economical) with a total of about 1,000 games.

## Family Pöppel - our sympathetic mascot

In all our offers and throughout our public image the Pöppel family accompanies us - the cartoon characters Paul, Petra, Pia and Patrick Pöppel which teach the possibilities and problems of game development in a sympathetic way to the customer.



Innovation 3-teiliger Pöppel



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### Mücke Spiele - Dates and Facts *Captivating Games*

In 2009, our first board game "Black Gold" was published under the brand "Mücke Spiele". Today, our program includes 30 different titles.

Mücke Games especially publishes game ideas which originate from the author contests that we organize at [www.spielmaterial.de](http://www.spielmaterial.de): Game designers are invited to invent new games with a predefined set of game materials. For this purpose, additional materials may be incorporated into the game. However, the predetermined set of parts must be included. The "Edition Rigs" and the "Edition Runners" originated from two competitions of this kind.

#### Unusual Game Ideas

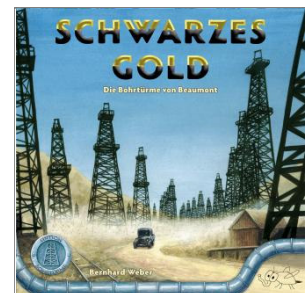
Besides the competitions Mücke Games is also open to unusual ideas for games that do not get an opportunity elsewhere. For example, the most successful game of the publishing house is "Schachen" - a chess variant without chessboard or the game "Dreck Weg!" - a local project about spring cleaning in Mönchengladbach in the field of environmental education. In spring 2015, our first crowd funding project "Lignum" was successfully realized. In 2017 "Adios Calavera!" became a huge success.

#### Spiel direkt – a community of small publishers

Mücke Games is a member of the cooperative "Spiel direkt". Here, more than 60 small publishers have joined forces at home and abroad to be able to establish their own wholesale and thus supply the specialized shops from a single source. The offer includes approx. 800 different games.



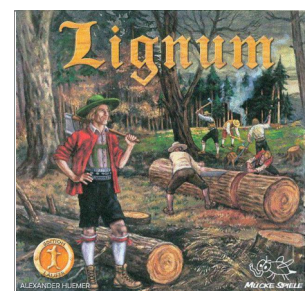
Logo Mücke Spiele



2009: Schwarzes Gold



2011: Schachen



2015: Lignum

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**www.spielmaterial.de**

### - Company History

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In 2000, the business administration graduate Harald Mücke started the company Mücke Autorenrechte in which its activities in fictional books, game development and photography were combined.



Harald Mücke

### **From the basement to the world**

Starting as game author, Harald Mücke founded the internetshop [www.spielmaterial.de](http://www.spielmaterial.de) in 2002. Since then, the site has developed dynamically. The range of products has been increased considerably. [www.spielmaterial.de](http://www.spielmaterial.de) has been developed to *the* address for materials for board game development.

In the last years, the enterprise has become much more professional: While starting from a cellar start-up, [www.spielmaterial.de](http://www.spielmaterial.de) features office, production and warehouse space of more than 600 sqm.

### **Growth in leaps through acquisitions**

After a short time, several competitors were taken over and their product ranges integrated into the offers of [www.spielmaterial.de](http://www.spielmaterial.de).

The number of employees has risen considerably over time. Currently 6 employees work in the office, shipping department and production. Additionally, there are more people involved in the processes as external service providers.

### **Oecological aspects**

The company has defined individual oecological aspects in small and large. Production uses FSC certified wood as well as in shipments, where also used material is utilized. Via game author's competitions excess material from surplus production is used for creating new games.

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### The faces behind www.spielmaterial.de

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#### Harald Mücke

Owner Harald Mücke is responsible for business operations and the areas of development, customized solutions, and Mücke Games.



#### Franziska Well

Franziska is taking care of logistics and shipping issues. She also organizes the packing team.



#### Guido Hurtz

Guido main business is bookkeeping and process optimization.



#### Dorothee Robens

She is taking care of all order to be packed and the material that comes delivered.



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