

Womanizer Group and Standard Innovation combine forces to create a new global pleasure product leader

(June 1, 2018) BERLIN/OTTAWA – **Womanizer Group Management GmbH** and **Standard Innovation Corporation**® combine forces to create a new global pleasure product industry leader. The new company will further develop the market-leading **We-Vibe**® and **Womanizer**® brands through new investments in innovation, marketing and promotion, broadening the geographic reach, and management of intellectual property.

“The combined company brings together two of the industry’s most successful, innovative and recognized brands,” says Johannes Plettenberg, managing director of Womanizer Group. “We-Vibe and Womanizer have much in common. Both lead the industry in innovation, technology, and superior product design. Bringing together the teams behind these brands provides an exceptional foundation for a new phase of growth.”

“We-Vibe and Womanizer are poised to take advantage of their complementary strengths to benefit our retail and distribution partners, and consumers,” says Frank Ferrari, president of Standard Innovation. “The industry can expect new innovative products and superior marketing from leading brands that elevate the category, and our customers can expect enhanced service from a trusted, reliable partner.”

Under the terms of the agreement, Womanizer Group acquires all outstanding shares of Standard Innovation, and Standard Innovation shareholders reinvest in the combined entity. The teams behind both brands continue in place to drive future success. Standard Innovation founders, Bruce and Melody Murison, remain investors in the new company but will no longer be involved in management operations.

Subsequent to the transaction both companies will be grouped under the newly founded holding company **WOW Tech Group**.

About WOW Tech Group

Headquartered in Berlin, Germany, WOW Tech Group consists of several companies in North America, Europe, and Asia that design and market premium intimate products. WOW Tech Group brands [We-Vibe](#)® and [Womanizer](#)® are available at thousands of retail locations in over 60 countries around the world.

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